



VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

- Estd. u/s 3 of UGC Act 1956

Vadlamudi, Guntur District - 522 213, Andhra Pradesh, India.

SL No. 1312093

CONSOLIDATED MARKS MEMORANDUM

Name :

Branch : MASTER OF BUSINESS ADMINISTRATION

Programme: M.B.A.

Register No:

CMM No. :

Year of Admission : 2018

Month & Year of

Final Exam : DECEMBER 2020

SAMPLE

Course Title	Month & Year of Passing	Marks Secured	Letter Grade	Credits	Course Title	Month & Year of Passing	Marks Secured	Letter Grade	Credits
FIRST YEAR FIRST SEMESTER									
PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOR	DECEMBER-2018	59	C	4	MARKETING MANAGEMENT	MAY-2019	59	C	4
BUSINESS ECONOMICS	DECEMBER-2018	65	B	4	FINANCIAL MANAGEMENT	MAY-2019	57	C	4
ACCOUNTING FOR MANAGERS	JUNE-2019	52	C	4	HUMAN RESOURCE MANAGEMENT	MAY-2019	51	C	4
BUSINESS STATISTICS	JUNE-2019	57	C	4	BUSINESS RESEARCH METHODS	MAY-2019	50	C	4
BUSINESS LAWS	DECEMBER-2018	58	C	4	IT FOR MANAGERS	MAY-2019	71	A	4
BUSINESS ENVIRONMENT & ETHICS	DECEMBER-2018	70	A	4	OPERATIONS MANAGEMENT	MAY-2019	65	B	4
MANAGERIAL COMMUNICATION-I	DECEMBER-2018	63	B	4	MANAGERIAL COMMUNICATION-II	MAY-2019	62	B	4
ESSENTIAL SKILLS FOR MANAGERS-I	DECEMBER-2018	26	C	2	ESSENTIAL SKILLS FOR MANAGERS-II	MAY-2019	27	C	2
SECOND YEAR FIRST SEMESTER									
STRATEGIC MANAGEMENT	DECEMBER-2019	52	C	4	INTERNATIONAL BUSINESS	JUNE-2020	68	B	4
ENTREPRENEURSHIP & BUSINESS PLAN	SEPTEMBER-2020	50	C	4	PROJECT MANAGEMENT	DECEMBER-2020	58	C	4
RETAILING MANAGEMENT	DECEMBER-2019	73	A	4	ADVERTISING & BRAND MANAGEMENT	JUNE-2020	70	A	4
SALES & DISTRIBUTION MANAGEMENT	DECEMBER-2019	63	B	4	SERVICES MARKETING	JUNE-2020	57	C	4
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	SEPTEMBER-2020	53	C	4	FINANCIAL DERIVATIVES	JUNE-2020	60	B	4
INTERNATIONAL FINANCIAL MANAGEMENT	DECEMBER-2019	62	B	4	STRATEGIC FINANCIAL MANAGEMENT	JUNE-2020	61	B	4
ANALYTICAL SKILLS FOR MANAGERS-I	DECEMBER-2019	31	B	2	ANALYTICAL SKILLS FOR MANAGERS-II	JUNE-2020	44	S	2
SUMMER INTERNSHIP ASSESSMENT	DECEMBER-2019	40	S	2	PROJECT	JUNE-2020	40	S	2

Maximum Marks : Refer marks memos issued for individual examination

CGPA: 6.76



Date: 07-03-2021

 Verified By
 To verify the authenticity of this certificate visit www.vignan.ac.in/verify

 Controller of Examinations



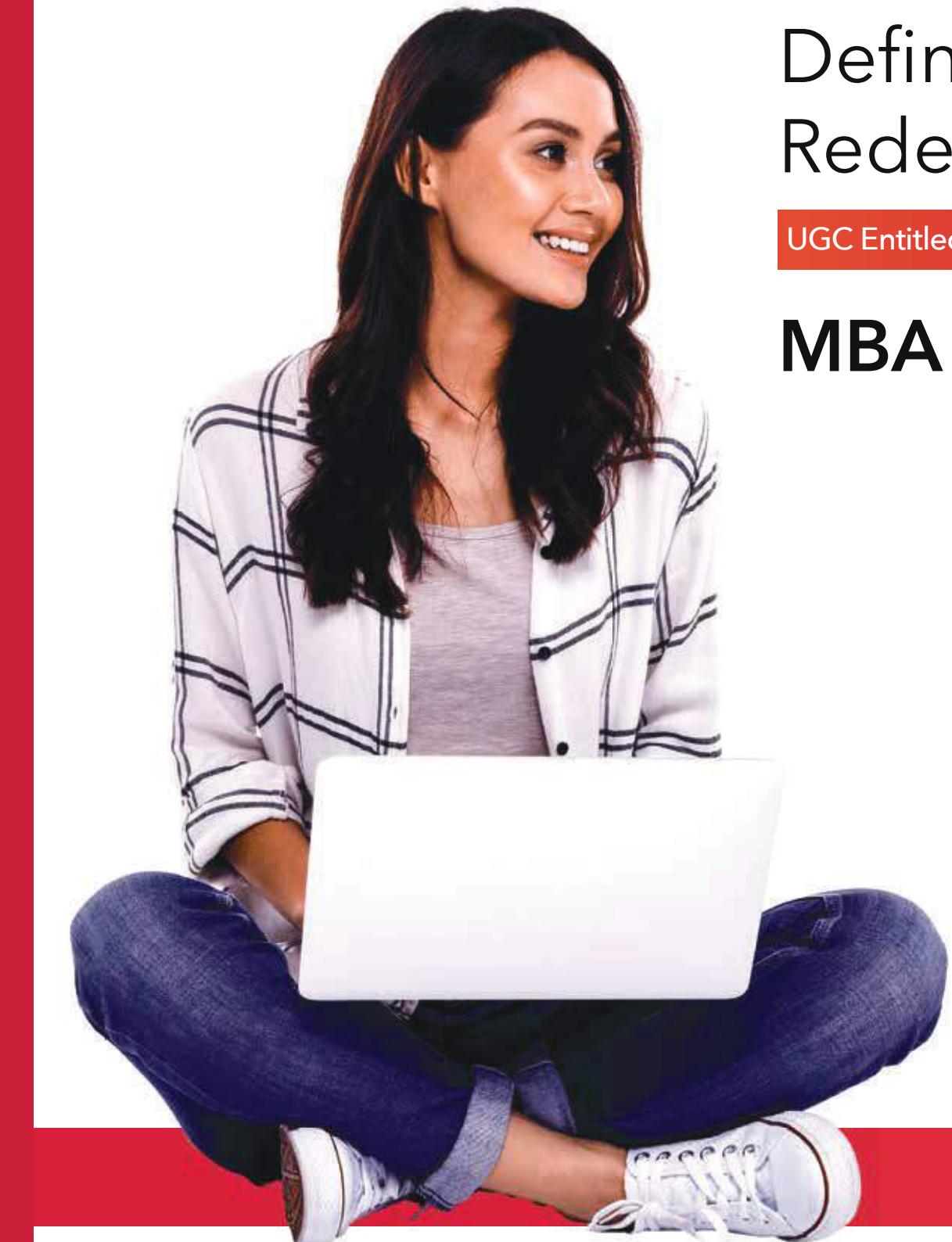
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MBA - Finance



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MBA - Finance

- Advanced Certificate in Financial Markets (or)
- Advanced Certificate in FinTech (or)
- Advanced Certificate in Investment Banking and Equity Research (or)
- Advanced Certificate in Banking

About the elective

Finance is the lifeline of any business. Businesses run on money and managing this money becomes critical and crucial for the success of the business. An MBA in Finance will prepare you with the skills in corporate financial planning, financial management, acquisitions and mergers, banking and accounting. An elective in finance opens up various opportunities in the corporate world allowing the aspirant to learn and apply the acquired skills on analyzing company reports, forecasting business trends, maximising profitability, minimising financial risks and managing capital investment.

Elective highlights

- Gives you a perfect blend of finance and general management courses
- Prepares you for global certifications in Finance such as CFA, CFP, FRM and CIMA
- Equips you with advanced knowledge in Investment Banking, Derivatives, and Financial Analytics
- Includes a research project giving exposure to solving real-time problems in the domain of finance

About the Certification in Financial Markets

To say that Financial Markets are the backbone of any economy will be an understatement. With innovation in financial instruments, modernization in financial markets, and increased participation of investors, there is an ever-increasing demand for financial market professionals with an understanding of the working of the modern financial markets.

The Advanced Certificate Program in Financial Markets will build a thorough understanding of the functioning of various types of contemporary financial markets and equip you with deep insights into the world of modern financial markets.

The Advanced Certificate Program in Financial Markets will take you through an insightful journey in the following courses:

- Financial Modelling
- Fixed Income Securities
- Asset Management
- Cyber Security and Fraud Management

About the Certification in FinTech

Technology has changed the way we live and it certainly has changed the way we deal with money. FinTech has disrupted the traditional financial markets by providing innovative, convenient, and low-cost solutions to the consumer. The FinTech revolution has just begun and the industry is actively looking for skilled talent as the industry is expected to grow at an annual rate of over 25% over the next five years.

The Advanced Certificate Program in FinTech will build a thorough understanding of the application of technology in financial markets and equip you with deep insights into various technologies that have transformed the way we transact.

The Advanced Certificate Program in FinTech will take you through an insightful journey in the following courses:

- Introduction to FinTech
- Blockchain and its Applications
- Robotic Process Automation
- Artificial Intelligence in FinTech

About the Certification in Investment Banking and Equity Research

The rise in the entrepreneurship and start-up culture in India has made terms like Private Equity and Venture Capital household terms that we come across very frequently. Investment Banking used to be a very small niche in the banking industry is today an industry in itself. The rise in Indian start-ups has made investment banking a very lucrative career path. Skilled personnel are difficult to find and having this advanced certificate will only make you more ready for a successful career.

The Advanced Certificate Program in Investment Banking and Equity Research will build a thorough understanding of the nuances of the Investment Banking industry - the process of funding and equity research. It will equip you with deep insights into various forms of private equity deals and various models of equity valuation.

The Advanced Certificate Program in Investment Banking and Equity Research will take you through an insightful journey in the following courses:

- Introduction to Equity Research
- Financial Statement Analysis
- Asset Management
- Equity and Firm Valuation

About the Certification in Banking

Banking is the lifeline of all industries. A career in banking has always been associated with stability and pride. Despite being a traditional and old industry, a majority of our population does not have access to banking services. This implies an opportunity for the rapid growth of the industry for the next decade or more. With RBI taking a progressive approach and allowing new formats like small finance banks and payment banks, career opportunities in the sector are immense.

The Advanced Certificate Program in Banking will build a thorough understanding of the structure, operations, and compliance aspects of the banking industry. It will equip you with hands-on knowledge of various aspects of new-age banking.

The Advanced Certificate Program in Banking will take you through an insightful journey in the following courses

- Banking Operations and Activities
- Anti-Money Laundering
- Non-Banking Financial Companies
- Cyber Security and Fraud Management

Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester

- Management Concepts and Practices
- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human-Resources Management
- Quantitative Techniques and Analytics

3rd Semester

- Business Environment and Strategy
- Project Management
- Direct and Indirect Taxes
- Financial Modeling and Analytics
- Project Appraisal and Finance
- Open Elective Course

2nd Semester

- Entrepreneurship
- Marketing Management and Research
- Operations Management
- Fixed Income Securities and Derivatives
- FinTech Foundations and Applications
- Banking, Financial Services and Insurance

4th Semester

- International Finance
- Investment Analysis and Portfolio-Management
- Wealth Management and Behavioral-Finance
- Valuation and Investment Banking
- Cross Functional Elective Course
- Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Duration -

2 years (4 semesters)

Live Online Sessions - Weekend

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

<i>Semester Fee Plan</i>	₹ 25,000
<i>Annual Fee Plan</i>	₹ 50,000

Note

- One Time University Registration Fee of ₹ 2500 is applicable during admission
- Examination Fee of ₹ 4000 per year is applicable

For Foreign Students

<i>Semester Fee Plan</i>	\$ 500
<i>Annual Fee Plan</i>	\$ 1000

Note

- One Time University Registration Fee of \$ 50 is applicable during admission
- Examination Fee of \$ 60 per year is applicable

Process to Enroll:

-  Apply for your desired program
-  Upload documents
-  Pay tuition/program fee
-  Document verification

 Provisional admission confirmation

 Confirmation of admission

 LMS activation

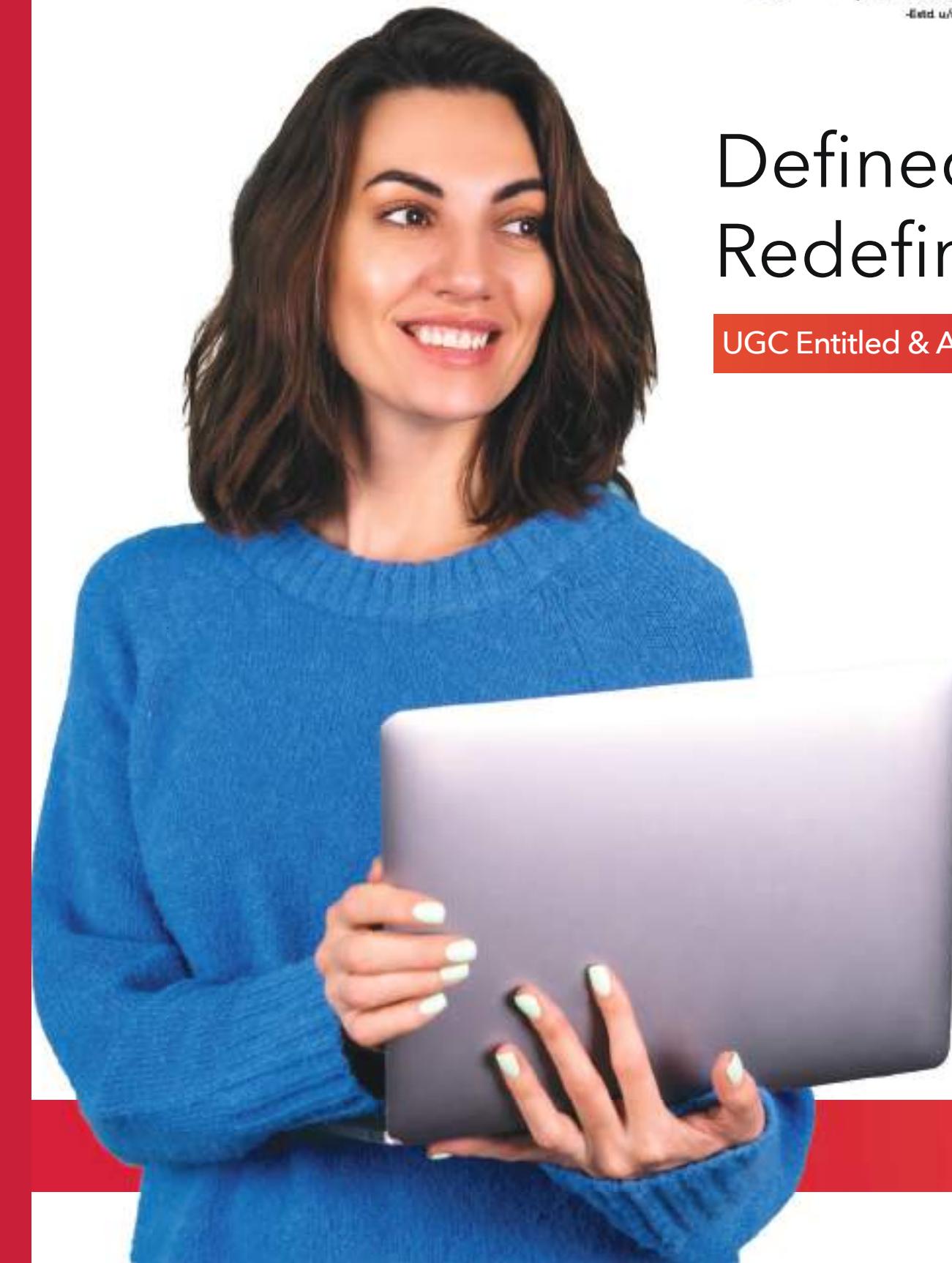


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MBA - Human Resource Management

- Advanced Certificate in Strategy and Leadership

About the elective

Human Resource is the most valuable asset of any organization and thus it is imperative to manage human resources well. HR professionals have a vital role to play in the development of any organization as they are the ones who obtain and retain the best minds and continually contribute to the growth of the organization. An elective in human resource management will equip you with managerial and leadership skills and provide you with an in-depth understanding of the industry and play a more active role in a corporate setup. If you are a people's person and you are passionate about managing human relations, then Human Resource Management is for you.

Elective highlights

- Gives you a perfect blend of HR and General Management courses
- Covers advanced courses in HR such as HR Metrics and Analytics, Organizational Development, Change Management among others.
- Suitable if you are aiming for a rewarding career growth in HR
- Includes a research project giving exposure to solving real-time problems in the domain of Human Resource.

About the Certification in Strategy and Leadership

Having a great strategy might not guarantee you success, you need great leadership to complement it. From an era where strategy and leadership were considered unrelated, the world of business has moved to integrate the two crucial elements for corporate success. This has resulted in many HR leaders going on to lead the businesses.

The Advanced Certificate Program in Strategy and Leadership will build a thorough understanding of various business skills like negotiation and critical decision making. It will enable you to take on strategic and leadership roles across industries.

The Advanced Certificate Program in Strategy and Leadership will take you through an insightful journey in the following courses:

- Leadership, Strategy, and People
- Executive Leadership
- Negotiation
- Change Management

Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester	Principles of Management and Organizational Behavior Managerial Economics Accounting for Managers Business Statistics and Analytics for Decision making Business Environment & Ethics Business Communication
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3rd Semester	Common Elective-I* Open Elective - 1** Open Elective - 2** Open Elective - 3** Open Elective - 4** Project Report
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****Please select any four from the options below**

Corporate Strategy
Entrepreneurship & Business Plan

****Please select any four from the options below**

Compensation & Reward Management
HR Analytics & Metrics
Organizational Change & Development
Leadership & People Management
Cross Culture Management
Industrial & Organisational Psychology

Duration -
2 years (4 semesters)

Live Online Sessions -
Weekend

2nd
Semester

Marketing Management
Corporate Finance
Human Resource Management
Business Research Methods
Operations Management
Legal Environment of Business

4th
Semester

Common Elective-I*
Open Elective - 1**
Open Elective - 2**
Open Elective - 3**
Open Elective - 4**
Management Thesis

****Please select any four from the options below**

International Business
Project Management

****Please select any four from the options below**

Industrial Relations & Labour Laws
Performance Management
Talent Planning & Acquisition
Learning & Development
Strategic & International HRM
Talent Management & Succession Planning

Eligibility Criteria:

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Fee Structure:

For Indian National & SAARC Nations

Semester Fee Plan	₹ 27,500
Annual Fee Plan	₹ 55,000

Note

1. One Time University Registration Fee of ₹ 2500 is applicable during admission
2. Examination Fee of ₹ 4000 per year is applicable

For Foreign Students

Semester Fee Plan	\$ 550
Annual Fee Plan	\$ 1,100

Note

1. One Time University Registration Fee of \$ 50 is applicable during admission
2. Examination Fee of \$ 60 per year is applicable

Process to Enroll:

- 1  Fill the online application form and pay registration fees
- 2  Submit all necessary academic-related documents online
- 3  Upon approval from the University, pay the program fees
- 4  Learning Management System would be activated for you to kickstart your learning with us



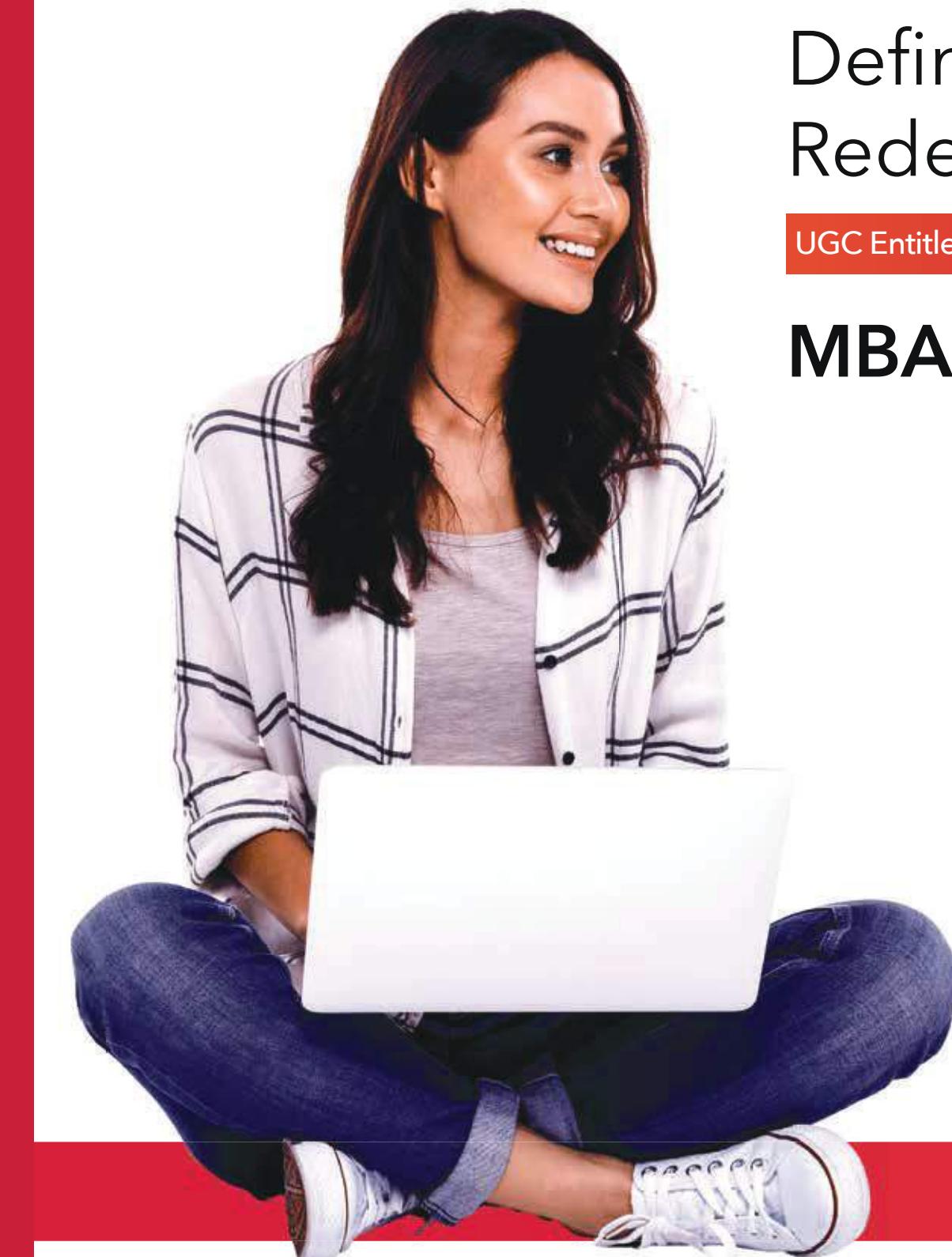
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MBA - Human Resource



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MBA - Human Resource

- Advanced Certificate in Strategy and Leadership

About the elective

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Learning Methodology

- 120 study hours in each course
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- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st

Semester

Management Concepts and Practices
Principles of Economics and Markets
Managerial Effectiveness and Ethics
Accounting and Finance
Organizational Behavior and Human-Resources Management
Quantitative Techniques and Analytics

2nd

Semester

Entrepreneurship
Marketing Management and Research
Operations Management
Talent Acquisition and Management
Learning and Development
Industrial Relations and Labor Laws

3rd

Semester

Business Environment and Strategy
Project Management
Human Resource Metrics and Analytics
Employee Reward Management
Performance Management System
Open Elective Course

4th

Semester

International Human Resource Management
Strategic Human Resource Management
Organization Development and Change-Management
Leadership in Practice
Cross Functional Elective Course
Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Duration -

2 years (4 semesters)

Live Online Sessions - Weekend

Eligibility Criteria:

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Fee Structure:

For Indian National & SAARC Nations

<i>Semester Fee Plan</i>	₹ 25,000
<i>Annual Fee Plan</i>	₹ 50,000

Note

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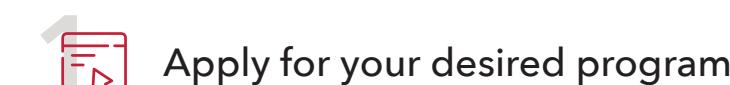
For Foreign Students

<i>Semester Fee Plan</i>	\$ 500
<i>Annual Fee Plan</i>	\$ 1000

Note

1. One Time University Registration Fee of \$ 50 is applicable during admission
2. Examination Fee of \$ 60 per year is applicable

Process to Enroll:



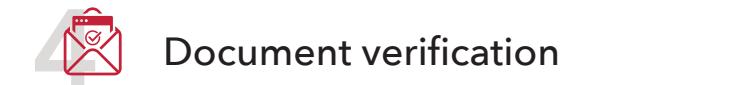
Apply for your desired program



Upload documents



Pay tuition/program fee



Document verification



Provisional admission confirmation



Confirmation of admission



LMS activation

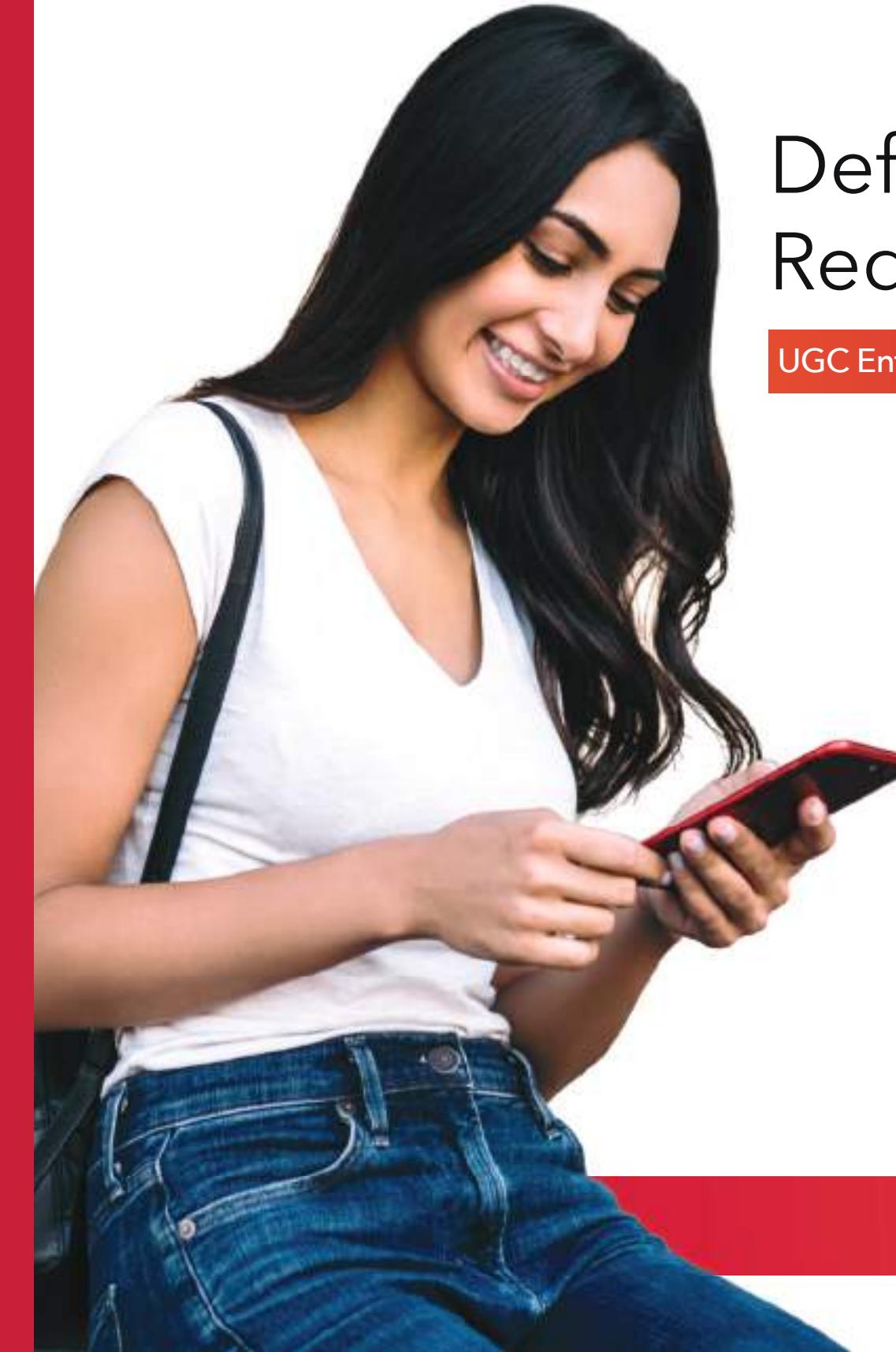


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MBA - Marketing

- Advanced Certificate in Digital Marketing and Ecommerce (or)
- Advanced Certificate in Data Science and Analytics (or)
- Advanced Certificate in Advertising and Branding

About the elective

"Customer is King" - this is what a true marketing professional believes in. Marketing revolves around the idea to understand what the customer needs and then arrive at strategies and methods to satisfy these needs. Customer satisfaction and customer delight is what every marketing professional strives for. With increased competition and an open world, marketing has become an extremely crucial function in any business. This has resulted in a huge demand for skilled marketing professionals who have a sound understanding of the ever-changing market dynamics and an analytical approach on how to apply the current marketing concepts to enhance customer delight.

Elective Highlights

- Strong foundation in the principles and concepts of Marketing
- Learn latest skills by studying advanced courses like Integrated Marketing Communication, Digital Marketing and Marketing Analytics.
- Obtain enhanced understanding of Digital and Social media strategies for intelligent marketing
- Achieve business mastery with a blend of Marketing and Management courses
- Includes a research project giving exposure to solving real-time problems in the domain of marketing

About the Certification in Digital Marketing & E-commerce

According to a report by HootSuite, an average user spends almost 7 hours on the internet. The e-commerce industry is on the rise because of our changing lifestyle and acceptance of online shopping. This trend has encouraged marketers to increase their online presence in the form of e-commerce and increased ad budgets on digital advertising and marketing. But getting the maximum worth for the spend is not easy and requires special skills. This has resulted in a massive requirement for skilled professionals.

The Advanced Certificate Program in Digital Marketing and Ecommerce will build a thorough understanding of the concepts of digital marketing, social media marketing, and other online advertising tools. It will equip you with the hands-on expertise of the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Digital Marketing and Ecommerce will take you through an insightful journey in the following courses:

- Digital Marketing & Ecommerce Fundamentals
- Inbound Marketing - Content Marketing and Search Marketing
- Outbound Marketing - Digital Ads and Social Media Marketing
- Brand Management for Ecommerce

About the Certification in Data Science and Analytics

Data is said to be the new oil. And rightly so, because if you have data and can identify meaningful patterns and trends to use as a strategy for business growth, success is definite. The data science industry in India has witnessed a growth of over 30% and is expected to grow at a similar pace in the coming years. The industry today needs managers who not only understand business and strategy but also have the ability to analyze data and use the same to devise better strategies.

The Advanced Certificate Program in Data Science and Marketing Analytics will build a thorough understanding of the concepts of data science and data metrics. Digital marketing, social media marketing, and other online advertising tools. It will equip you with hands-on expertise on the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Data Science and Analytics will take you through an insightful journey in the following courses:

- Introduction to Business Analytics*
- Predictive Analysis using Machine Learning
- Web and Social Media Analytics
- Includes Python for Data Science

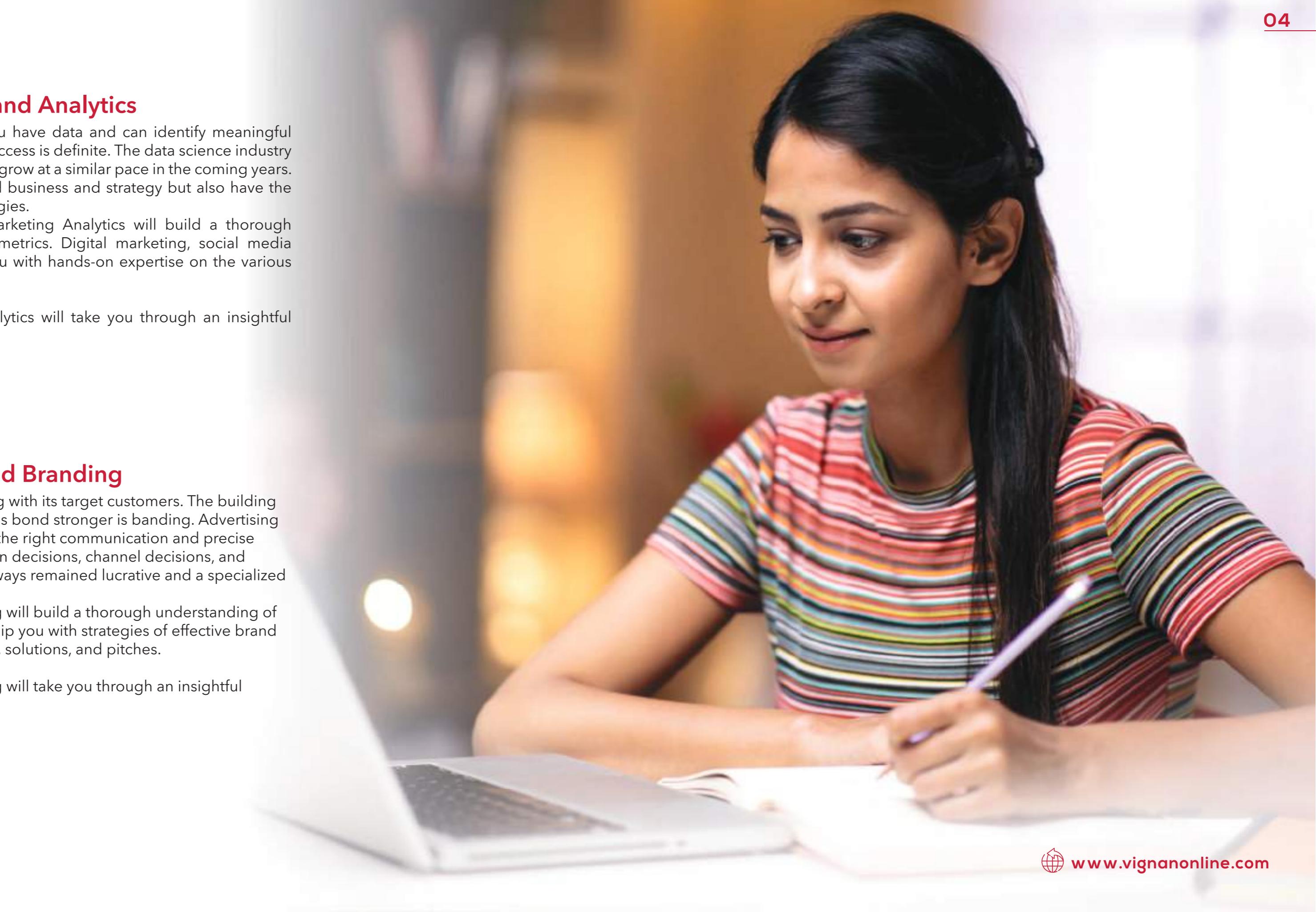
About the Certification in Advertising and Branding

The success of a product depends on how strong is its bonding with its target customers. The building block of this bonding is advertising and the glue that makes this bond stronger is branding. Advertising professionals and brand managers nurture the brand through the right communication and precise positioning. Skills required here include making communication decisions, channel decisions, and budgeting decisions. Career opportunities in this field have always remained lucrative and a specialized certification will always prove to be handy.

The Advanced Certificate Program in Advertising and Branding will build a thorough understanding of the concepts of advertising and brand management. It will equip you with strategies of effective brand creation, maintenance, and expansion with real-world contexts, solutions, and pitches.

The Advanced Certificate Program in Advertising and Branding will take you through an insightful journey in the following courses:

- Branding Fundamentals
- Building Brand Identity
- Creating Effective Advertisements
- Offline and Online Advertising



Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester

Principles of Management and Organizational Behavior
Managerial Economics
Accounting for Managers
Business Statistics and Analytics for Decision making
Business Environment & Ethics
Business Communication

2nd Semester

Marketing Management
Corporate Finance
Human Resource Management
Business Research Methods
Operations Management
Legal Environment of Business

3rd Semester

Corporate Strategy
Entrepreneurship & Business Plan
Marketing Elective I*
Marketing Elective II*
Other Elective I (Could be from HR/ Finance / Operations)
Research Project

4th Semester

International Business
Project Management
Marketing Elective I*
Marketing Elective II*
Other Elective I (Could be from HR/ Finance / Operations)
Management Thesis

***Please select any three from the options below**

Marketing Research
Retailing Management
Consumer Behaviour
Sales & Distribution Management

***Please select any three from the options below**

Integrated Marketing Communications
Advertising and Brand Management
Services Marketing
Digital Marketing

Duration - **2 years (4 semesters)**

Live Online Sessions - **Weekend**

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

Semester Fee Plan	₹ 25,000
Annual Fee Plan	₹ 50,000

Note

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For Foreign Students

Semester Fee Plan	\$500
Annual Fee Plan	\$1,000

Note

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2 Submit all necessary academic-related documents online

3 Upon approval from the University, pay the program fees

4 Learning Management System would be activated for you to kickstart your learning with us



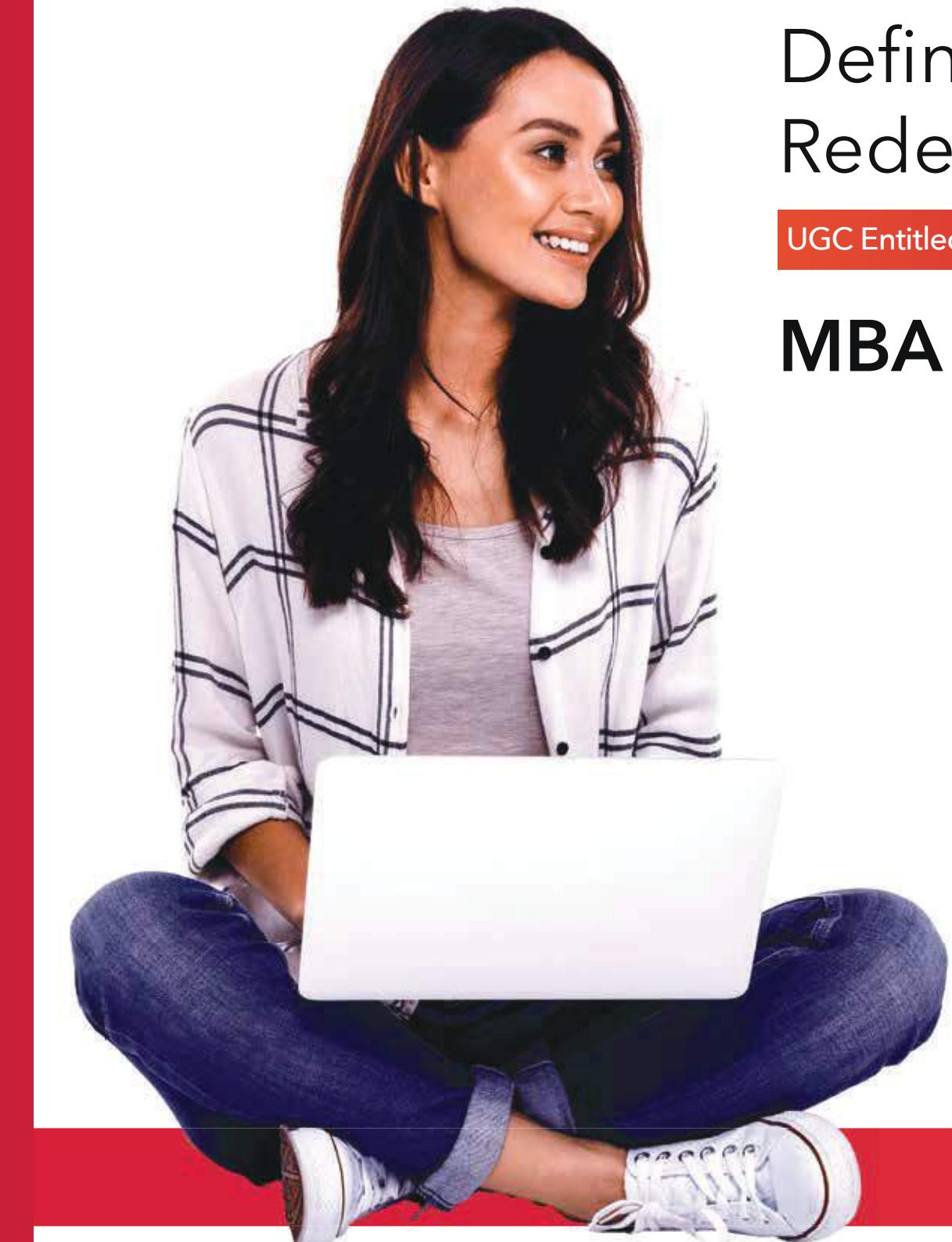
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MBA - Marketing



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- Achieve business mastery with a blend of Marketing and Management courses
- Includes a research project giving exposure to solving real-time problems in the domain of marketing

About the Certification in Digital Marketing & E-commerce

According to a report by HootSuite, an average user spends almost 7 hours per day on the internet. The e-commerce industry is on the rise because of our changing lifestyle and acceptance of online shopping. This trend has encouraged marketers to increase their online presence in the form of e-commerce and increased ad budgets on digital advertising and marketing. But getting the maximum worth for the spend is not easy and requires special skills. This has resulted in a massive requirement for skilled professionals.

The Advanced Certificate Program in Digital Marketing and Ecommerce will build a thorough understanding of the concepts of digital marketing, social media marketing, and other online advertising tools. It will equip you with the hands-on expertise of the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Digital Marketing and Ecommerce will take you through an insightful journey in the following courses:

- Digital Marketing & Ecommerce Fundamentals
- Inbound Marketing - Content Marketing and Search Marketing
- Outbound Marketing - Digital Ads and Social Media Marketing
- Brand Management for Ecommerce

About the Certification in Data Science and Analytics

Data is said to be the new oil. And rightly so, because if you have data and can identify meaningful patterns and trends to use as a strategy for business growth, success is definite. The data science industry in India has witnessed a growth of over 30% and is expected to grow at a similar pace in the coming years. The industry today needs managers who not only understand business and strategy but also have the ability to analyze data and use the same to devise better strategies.

The Advanced Certificate Program in Data Science and Marketing Analytics will build a thorough understanding of the concepts of data science and data metrics. Digital marketing, social media marketing, and other online advertising tools. It will equip you with hands-on expertise on the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Data Science and Analytics will take you through an insightful journey in the following courses:

- Introduction to Business Analytics
- Predictive Analysis using Machine Learning
- Web and Social Media Analytics
- Includes Python for Data Science

About the Certification in Advertising and Branding

The success of a product depends on how strong is its bonding with its target customers. The building block of this bonding is advertising and the glue that makes this bond stronger is banding. Advertising professionals and brand managers nurture the brand through the right communication and precise positioning. Skills required here include making communication decisions, channel decisions, and budgeting decisions. Career opportunities in this field have always remained lucrative and a specialized certification will always prove to be handy.

The Advanced Certificate Program in Advertising and Branding will build a thorough understanding of the concepts of advertising and brand management. It will equip you with strategies of effective brand creation, maintenance, and expansion with real-world contexts, solutions, and pitches.

The Advanced Certificate Program in Advertising and Branding will take you through an insightful journey in the following courses:

- Branding Fundamentals
- Building Brand Identity
- Creating Effective Advertisements
- Offline and Online Advertising

Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st

Semester

Management Concepts and Practices
Principles of Economics and Markets
Managerial Effectiveness and Ethics
Accounting and Finance
Organizational Behavior and Human-Resources Management
Quantitative Techniques and-Analytics

2nd

Semester

Entrepreneurship
Marketing Management and-Research
Operations Management
Consumer Behavior
Supply Chain Management
Sales and Distribution-Management

3rd

Semester

Business Environment and Strategy
Project Management
Agricultural and Rural Marketing
Integrated Marketing Communications
Services Marketing and CRM
Open Elective Course

4th

Semester

Global Marketing
B2B Marketing
Retail Marketing and Brand Management
Digital Marketing and Data Analytics
Cross-Functional Elective Course
Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Duration -

2 years (4 semesters)

Live Online Sessions - Weekend

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

Semester Fee Plan	₹ 25,000
Annual Fee Plan	₹ 50,000

For Foreign Students

Semester Fee Plan	\$ 500
Annual Fee Plan	\$ 1000

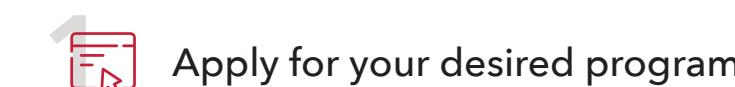
Note

1. One Time University Registration Fee of ₹ 2500 is applicable during admission
2. Examination Fee of ₹ 4000 per year is applicable

Note

1. One Time University Registration Fee of \$ 50 is applicable during admission
2. Examination Fee of \$ 60 per year is applicable

Process to Enroll:



Apply for your desired program



Upload documents



Pay tuition/program fee



Document verification



Provisional admission confirmation



Confirmation of admission



LMS activation



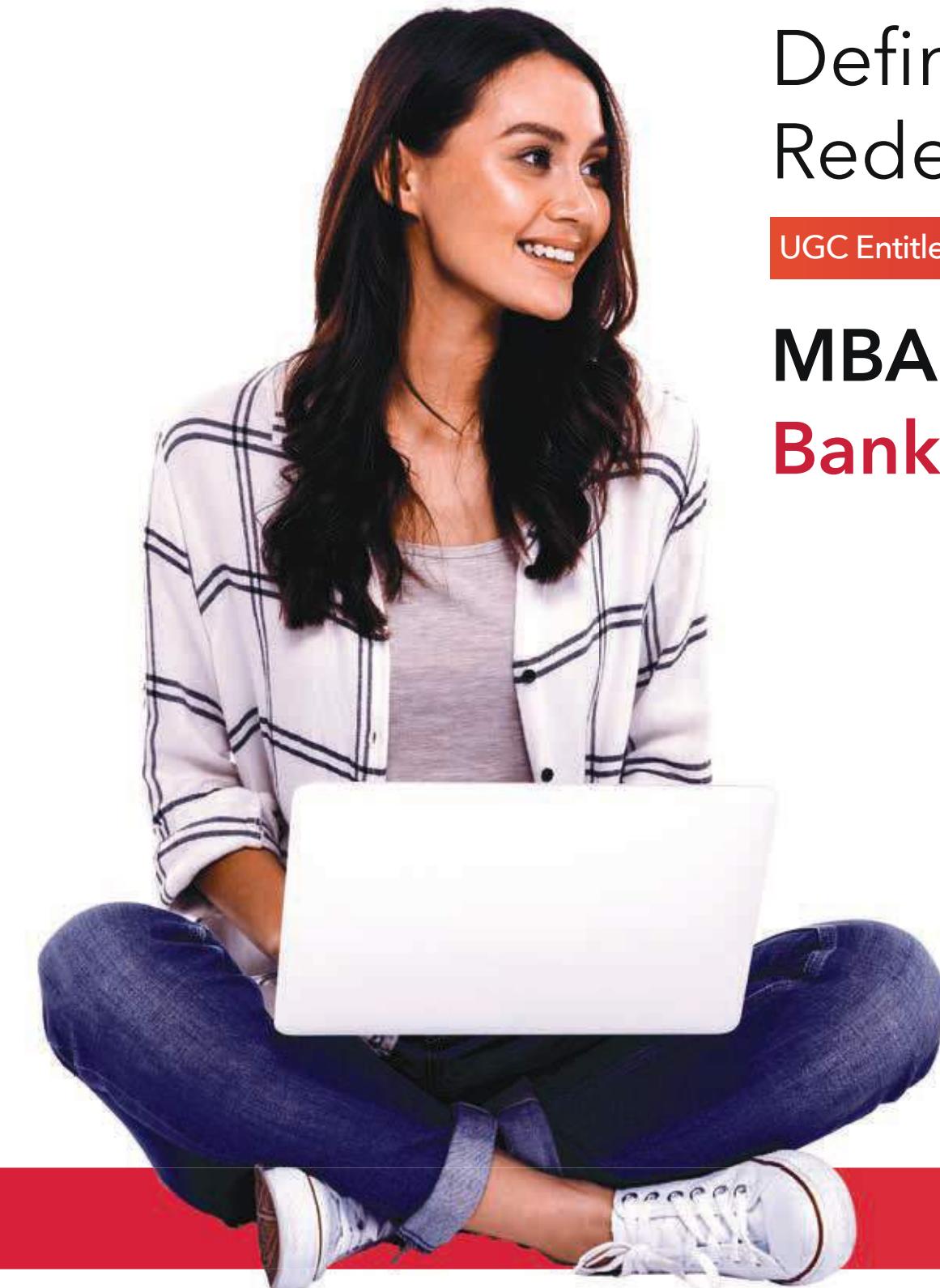
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-Estd. u/s 3 of UGC Act 1956

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**MBA with elective in
Banking and Fintech**



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- +91 8877661139



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www.vignanonline.com



MBA with elective in Banking and Fintech

- Advanced Certification in Financial Markets
- Advanced Certification in Investment Banking and Equity Research

About the elective

Banking is the oldest and the most-regulated industry across the world. The banking industry comes with its own set of challenges ranging from regulatory compliance to business growth. The recent years have witnessed the banking industry going through major changes. From regulators permitting new forms of banking to technology companies disrupting the traditional banking model, the changes have had a major impact on the skills required by banking professionals. Our MBA in Banking and FinTech gives you a perfect blend of banking knowledge and FinTech applications to equip you with a stable yet rewarding career in the banking, financial services and FinTech industry.

Elective highlights

- Get a strong foundation on banking concepts, fundamentals and regulations. Obtain a thorough understanding of FinTech concepts including blockchain, payment systems, machine learning and artificial intelligence
- Be equipped with advanced knowledge with courses like Forex Management and Risk Management.
- Achieve business mastery with a blend of Banking, Financial Services and FinTech Courses.
- Analyze problems and propose actions in real-world situations as part of the Master Thesis

About the Certification in Financial Markets

To say that Financial Markets are the backbone of any economy will be an understatement. With innovation in financial instruments, modernization in financial markets, and increased participation of investors, there is an ever-increasing demand for financial market professionals with an understanding of the working of the modern financial markets.

The Advanced Certificate Program in Financial Markets will build a thorough understanding of the functioning of various types of contemporary financial markets and equip you with deep insights into the world of modern financial markets.

The Advanced Certificate Program in Financial Markets will take you through an insightful journey in the following courses:

- Financial Modelling
- Fixed Income Securities
- Asset Management
- Cyber Security and Fraud Management

About the Certification in Investment Banking and Equity Research

The rise in the entrepreneurship and start-up culture in India has made terms like Private Equity and Venture Capital household terms that we come across very frequently. Investment Banking used to be a very small niche in the banking industry is today an industry in itself. The rise in Indian start-ups has made investment banking a very lucrative career path. Skilled personnel are difficult to find and having this advanced certificate will only make you more ready for a successful career.

The Advanced Certificate Program in Investment Banking and Equity Research will build a thorough understanding of the nuances of the Investment Banking industry – the process of funding and equity research. It will equip you with deep insights into various forms of private equity deals and various models of equity valuation.

The Advanced Certificate Program in Investment Banking and Equity Research will take you through an insightful journey in the following courses:

- Introduction to Equity Research
- Financial Statement Analysis
- Asset Management
- Equity and Firm Valuation

Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester

- Management Concepts and Practices
- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human-Resources Management
- Quantitative Techniques and Analytics

3rd Semester

- Business Environment and Strategy
- Project Management
- Blockchain and Applications
- Cryptocurrencies
- Customer Service and Banking Codes-and Standards
- Open Elective Course

Duration - 2 years (4 semesters)

Live Online Sessions - Weekend

2nd Semester

- Entrepreneurship
- Marketing Management and-Research
- Operations Management
- Introduction to Banking
- Fintech: Foundation and Applications
- Financial Markets

4th Semester

- Cyber Crimes and Fraud Management
- Non-Banking Finance Companies
- Robotic Process Automation
- Machine Learning and Artificial-Intelligence in FinTech
- Cross-Functional Elective Course
- Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

<i>Semester Fee Plan</i>	₹ 27,500
<i>Annual Fee Plan</i>	₹ 55,000

For Foreign Students

<i>Semester Fee Plan</i>	\$ 550
<i>Annual Fee Plan</i>	\$ 1100

Note

- One Time University Registration Fee of ₹ 2500 is applicable during admission
- Examination Fee of ₹ 4000 per year is applicable

Process to Enroll:

-  Apply for your desired program
-  Upload documents
-  Pay tuition/program fee
-  Document verification

-  Provisional admission confirmation
-  Confirmation of admission
-  LMS activation



VIGNAN'S
Foundation for Science, Technology & Research
(Deemed to be UNIVERSITY)
-Estd. u/s 3 of UGC Act 1956

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UGC Entitled & AICTE Approved Online Degree Programs



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- 📞 +91 88776 61139
- 📞 +91 88776 61139



MBA with Elective in Business Analytics

- Advanced Certificate in Data Science and Analytics (or)
- Advanced Certificate in Project Management

About the elective

'Data is the new oil' is just one of the many statements signifying the importance of data for businesses. But data just by itself is of no value - it requires analysis of data to arrive at meaningful business decisions. An MBA in business analytics gives you a comprehensive understanding of the various analytical tools and their usage. This elective prepares you to take important decisions objectively based on data. Choose a MBA in Business Analytics to start a rewarding career across industries.

Elective Highlights

- Develop advanced technical and analytical skills to leverage components like Business Intelligence and Machine learning
- Learn and programming languages and technology applications. Training students exhaustively in the areas of business analytical domains such as database Systems, Machine Learning, Python, R, Web Data Extraction and Analytics, Business Intelligence Reporting and Dashboarding, etc
- Analyze problems and propose actions in real-world situations as part of the Master Thesis

About the Certification in Data Science and Analytics

Data is said to be the new oil. And rightly so, because if you have data and can identify meaningful patterns and trends to use as a strategy for business growth, success is definite. The data science industry in India has witnessed a growth of over 30% and is expected to grow at a similar pace in the coming years. The industry today needs managers who not only understand business and strategy but also have the ability to analyze data and use the same to devise better strategies.

The Advanced Certificate Program in Data Science and Marketing Analytics will build a thorough understanding of the concepts of data science and data metrics. Digital marketing, social media marketing, and other online advertising tools. It will equip you with hands-on expertise on the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Data Science and Analytics will take you through an insightful journey in the following courses:

- Introduction to Business Analytics*
- Predictive Analysis using Machine Learning
- Web and Social Media Analytics
- Includes Python for Data Science

About the Certification in Project Management

Projects - there was a time when you would associate projects with only infrastructure and civil engineering. The definition of the project has transformed since then and every company today executes projects specific to their strategy. Project management involves determining strategies to evaluate and understand project requirements, bring required resources on board, and monitor the progress. There are over 22 million job opportunities in the field of project management over the next five years

The Advanced Certificate Program in Project Management will build a thorough understanding of identifying and evaluating projects based on multiple factors. It will equip you with skills required to excel in the field of project management including analytical skills, team-building skills, and conflict resolution skills.

The Advanced Certificate Program in Project Management will take you through an insightful journey in the following courses:

- Lean and Six Sigma
- Project Risk Management
- Project Monitoring and Information Systems
- Project Team Building, Evaluation and Control

Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester

Principles of Economics and Markets
Managerial Effectiveness and Ethics
Accounting and Finance
Organizational Behavior and Human Resources Management
Quantitative Techniques and Analytics

2nd Semester

Entrepreneurship
Marketing Management and Research
Analytics Language for Managers *
DBMS for Managers *
Mathematical Foundation for Machine Learning

3rd Semester

Business Environment and Strategy
Operations Management
Introduction to Business Intelligence *
Data Warehousing *
Data Mining for Intelligence *
Open Elective Course

4th Semester

Analytics in Management *
Web Data Extraction and Analytics *
Anomaly Detection Techniques *
BI Reporting for Managers *
Cross-Functional Elective Course
Master Thesis / Project **

***Please select any three from the options below**

Service Management
Supply Chain Management
Introduction to Business Analytics

***Please select any three from the options below**

Innovation & New Product Development
Competitive Manufacturing Management
Predictive Analytics

Duration - **2 years (4 semesters)**

Live Online Sessions - **Weekend**

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

Semester Fee Plan	₹ 27,500
Annual Fee Plan	₹ 55,000

Note

1. One Time University Registration Fee of ₹ 2500 is applicable during admission
2. Examination Fee of ₹ 4000 per year is applicable

For Foreign Students

Semester Fee Plan	\$ 550
Annual Fee Plan	\$ 1,100

Note

1. One Time University Registration Fee of \$ 50 is applicable during admission
2. Examination Fee of \$ 60 per year is applicable

Process to Enroll:

1 Fill the online application form and pay registration fees

2 Submit all necessary academic-related documents online

3 Upon approval from the University, pay the program fees

4 Learning Management System would be activated for you to kickstart your learning with us



Centre for
Continuing
Education

MBA in Oil and Gas Management

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 41 in Management Category by NIRF University Ranking 2022



UGC Entitled Programs



Awarded QS 5 Stars for Academic Development



Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

The MBA program in Oil and Gas Management combines a thorough training in core business administration skills with an in-depth education in the understanding of strategic business issues across the entire hydrocarbon value chain, from exploration to the retailing of petroleum and petroleum products.

It extensively covers areas like pricing, exploration, and production, import of crude oil and LNG, acquisition of oil equity, refining and export of petro products, regulations, distribution of oil & gas, and petro research. The program is focused on creating strong concepts while inculcating hands-on practical learning experiences.

With Oil & Gas Industry surging ahead in India, domain specialists with management degrees will have a professional edge over others and will be in high demand in the industry.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

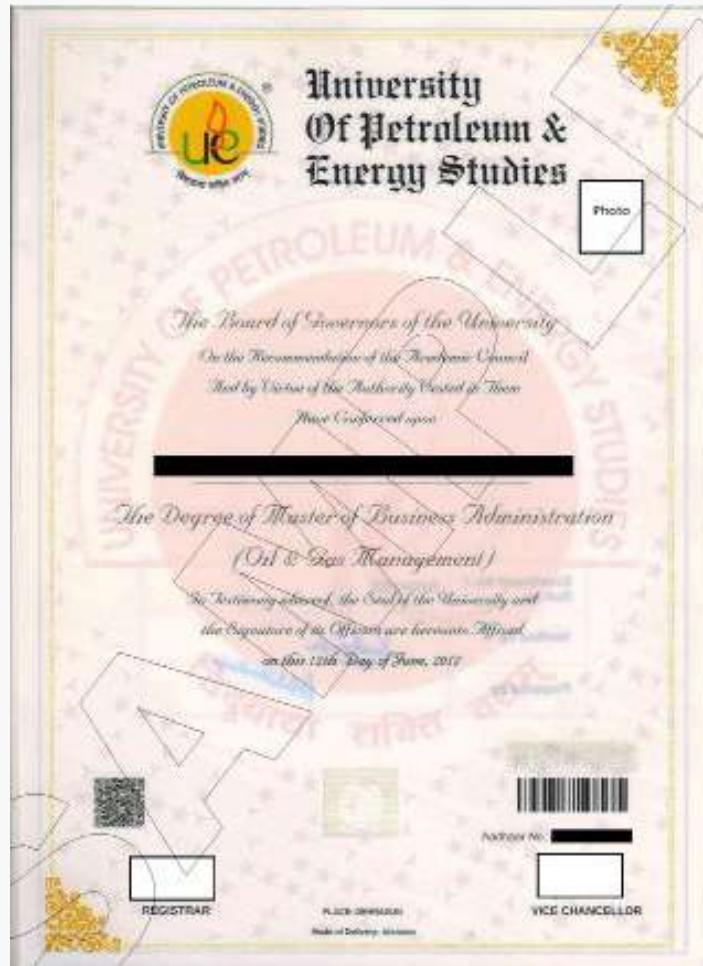


Free Access to Career Essential
Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Engineers, Project Managers, and Technical Experts who want to upscale to managerial roles



Freshers' looking forward to pursuing their career in Oil & Gas Industry.



Working professionals who want to shift or make a career in Oil & Gas Industry.

Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

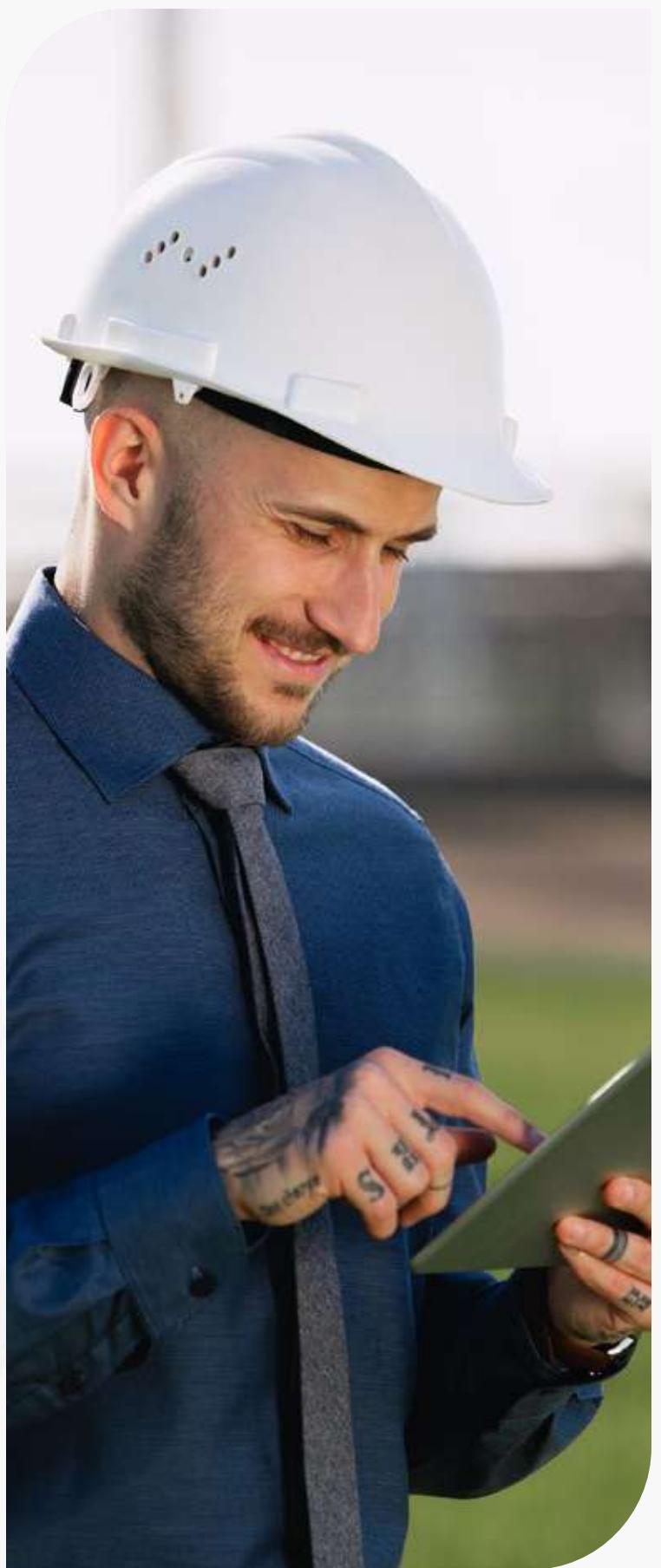
Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Develop cross-functional skills across sales, operations, and project management.
- Exhibit the ability to integrate economics, international markets, and regulatory and functional dimensions necessary for multi-national operations
- Understanding of advanced concepts like pricing, production, acquisition of oil equity and petrol research.
- Ability to develop and conduct appropriate experimentation, analyze, and interpret data.
- Develop the ability to conduct appropriate analysis and interpretation of raw data.

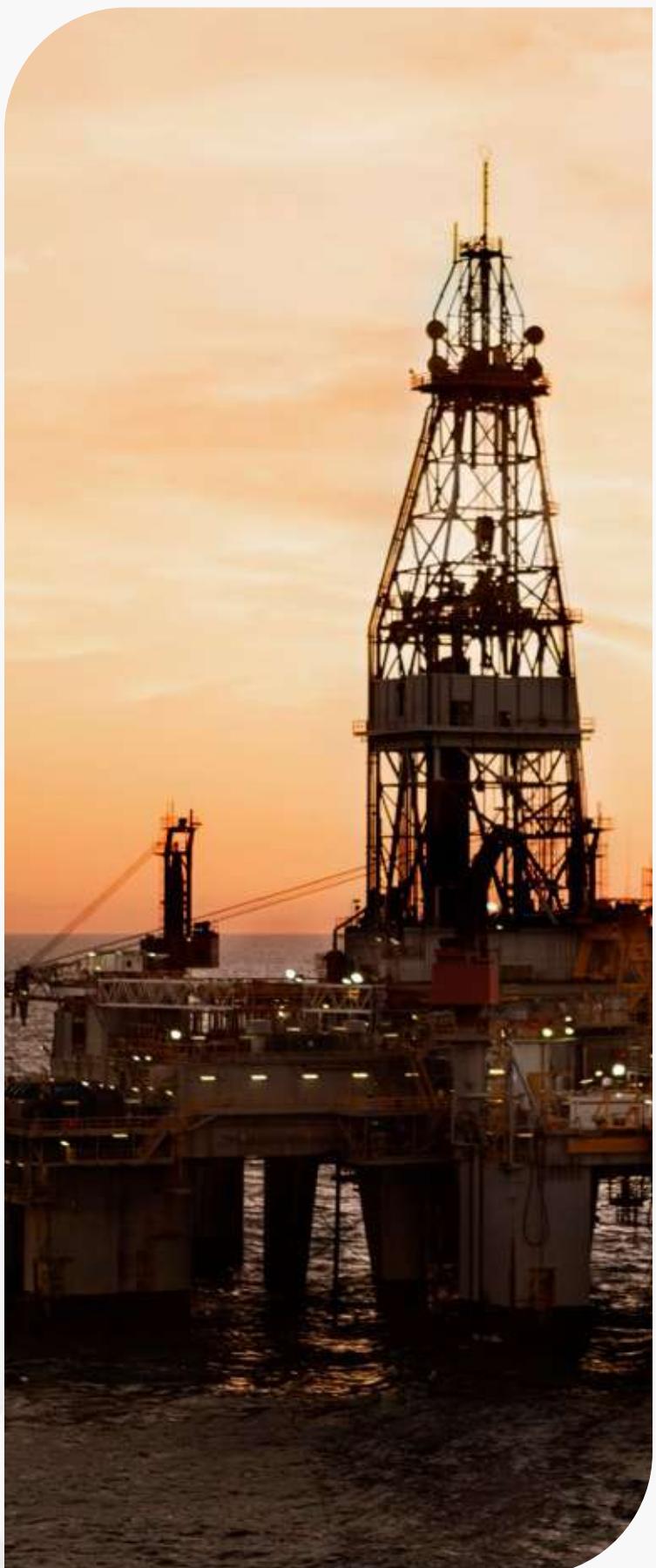


Key Skills You'll Learn

- Creative Thinking and Analytical Skills
- Problem-solving
- Leadership Skill
- Strong Communication Skills
- Project Management Skills
- Multitasking Skill

Career Prospects

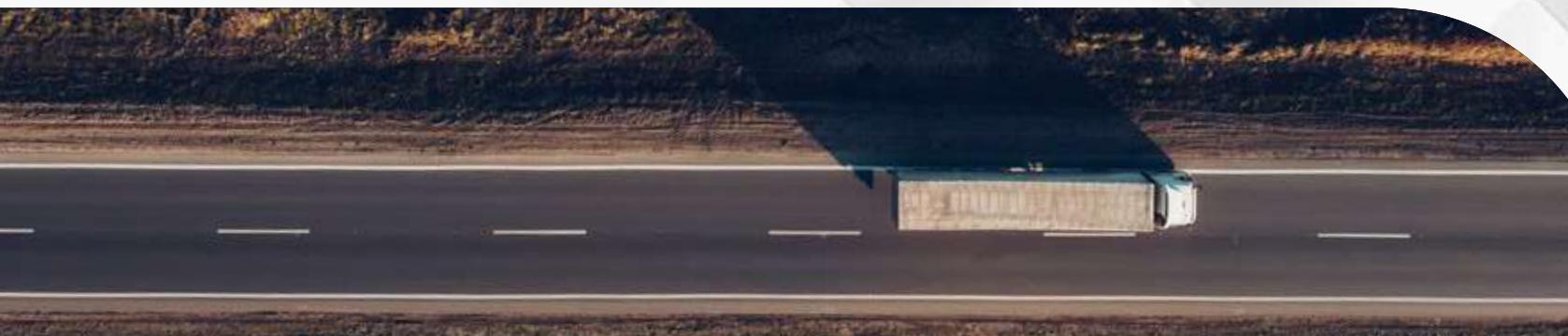
- Refinery Management
- Gas Business & Marketing
- Project & Performance Management
- Strategic Consulting



Hiring Companies



IndianOil



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

Human Resource Management

**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Understanding Oil & Gas Business

**02**

Understanding Natural Gas Business

**03**

Understanding Petro Chemical Business

**04**

Fundamentals of Petroleum Refining

**05**

Fundamentals of Petroleum Exploration

Semester 4

**01**

Business Policy & Strategy

**02**

Petroleum Law & Policy

**03**

Petro-retailing Business

**04**

Dissertation

Testimonials

“

It was a delightful and professional experience for me with UPES CCE. The syllabus was industry-relevant and because of that, I learned a lot during my job. Online lectures were very helpful for seamless studies. I am highly obliged to whole team's immense support and cooperation.

HR Godara
Indian Air Force
Delhi, India
20 years

“

Being an Ex Airman from IAF transformed to work in Oil and Gas industry obviously a challenge. Such kind of professional courses from UPES benefited a lot to improve the domain knowledge, confidence and career opportunities not only in India but also across the globe.

Francis Salath Victor
CCED, Oman, Production
Superintendent,
Muscat

Program Fees



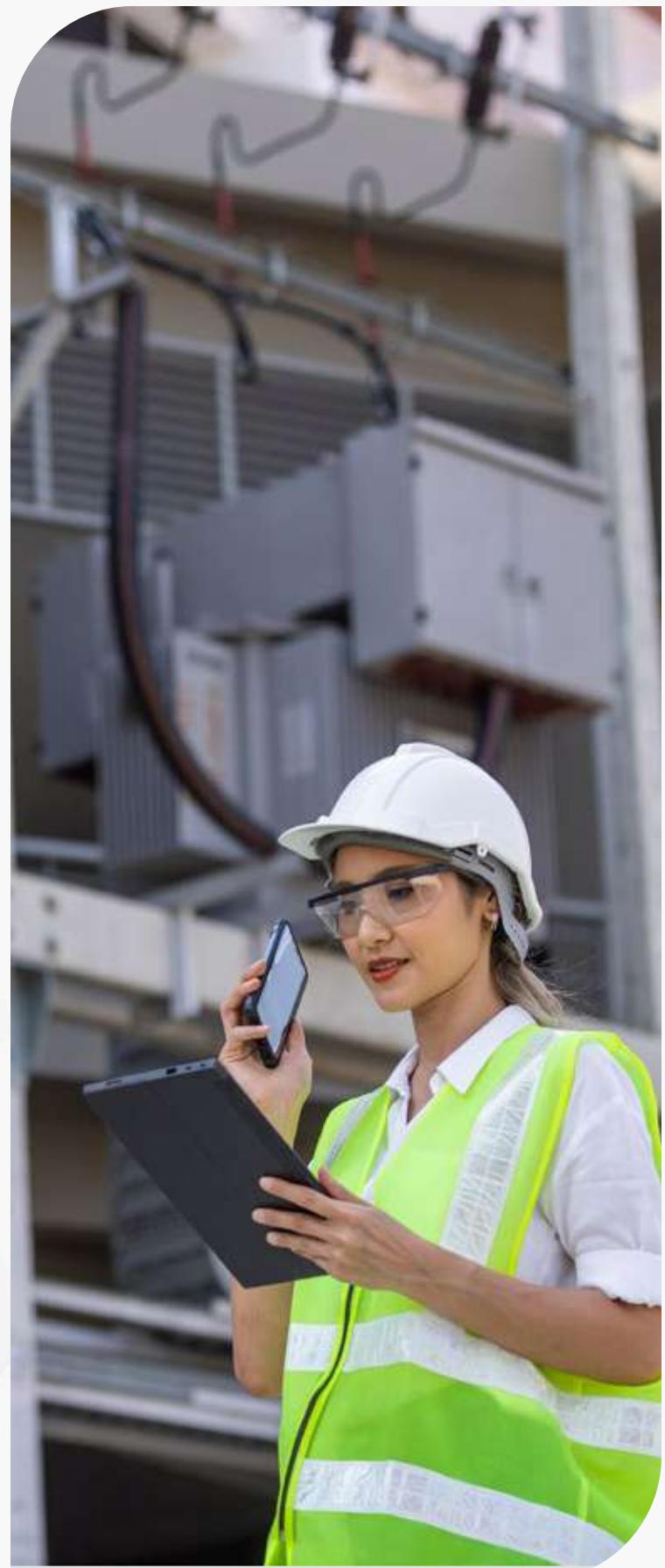
Partner with Finance Peer for

- **Low-Cost EMI Options**
- **No Processing Fees**
- **No Hidden Costs Education to Elevate Your Career**

Program fees

Indian Students: Rs. 1,99,000
(per semester Rs. 49,750)

International Students: \$2,803
(per semester \$701)



FAQs

Question- Are the online degree programs offered by UPES University approved by UGC?

Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any placement assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

The majority of our students are already employed. And those who are not get mentored by the academic team through multiple engagement activities. The employability-related queries asked by the students are individually addressed.

Question- Can I go for PhD after doing an online MBA from UPES?

Answer- Yes! You can very well do a PhD after successfully completing your MBA degree. PhD enhances your employability quotient and helps you with progress in your career.

FAQs

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes! You can pursue two programs simultaneously. Dual degrees, if carefully chosen aid in quickly filling your skill and knowledge gaps. Needless to say, the recruiters will find you more attractive because you will be able to match the vacancies they have. Our admission counsellors can help you with your program choices.

Question- Why should I choose your online program?

Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Answer- You can start your application process [here](#) or reach our Toll-Free Number 1800 103 1495 to arrange a call back from your dedicated career advisor.



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MBA in Logistics and Supply Chain Management

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 41 in Management Category by NIRF University Ranking 2022



UGC Entitled Programs



Awarded QS 5 Stars for Academic Development



Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

The MBA in Logistics and Supply Chain Management exposes you to the strategic and operational role Logistics and Supply Chain play in the global business environment, with an emphasis on domestic and international logistics systems.

Logistics and Supply Chain Management (LSCM) is also known as Demand Chain Management as it operates on the pull from the customer and there is a network of suppliers, manufacturers, distributors, retailers, transporters, warehouse owners, and many more intermediaries.

This programme is meant for entrepreneurs and professionals who are moving into mid or senior management roles in logistics, e-commerce, manufacturing, warehousing, aviation, shipping, research, consulting and other related industries, within India as well as globally.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

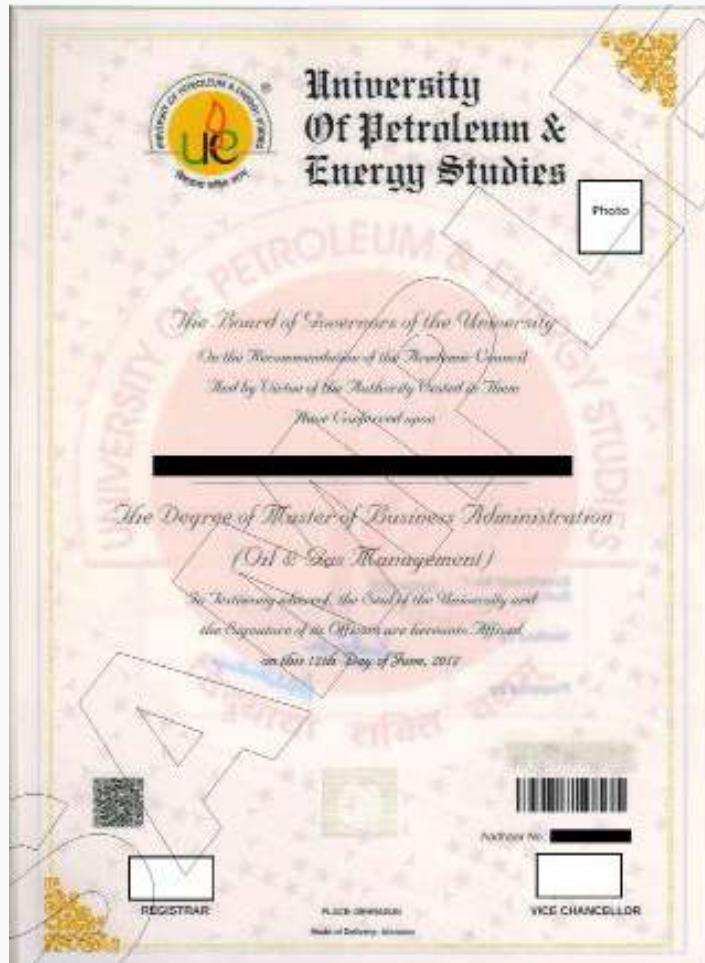


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Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program For?



Professionals in logistics, supply chain and consulting sectors who want to enhance their career opportunities.



Engineers, project managers, and technical experts who want to upscale to managerial roles.



Professionals from allied industries who wish to enter the logistics and supply chain sector.



Freshers looking forward to pursuing their careers in Logistics and Supply Chain Management.



Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.

Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Learn to consider the effectiveness of emerging technologies in logistics and project management.
- Understand the foundational role of logistics as it relates to transportation and warehousing.
- Develop the ability to implement Project Planning, Cost Efficiency and Optimization Techniques.
- Gain practical hands-on experience on skills like purchasing, materials management, supply-chain management, transportation, customs regulations, international trade, and information technology among various other aspects.
- Demonstrate analytical skills and strategic planning in Logistics & Supply Chain management issues.

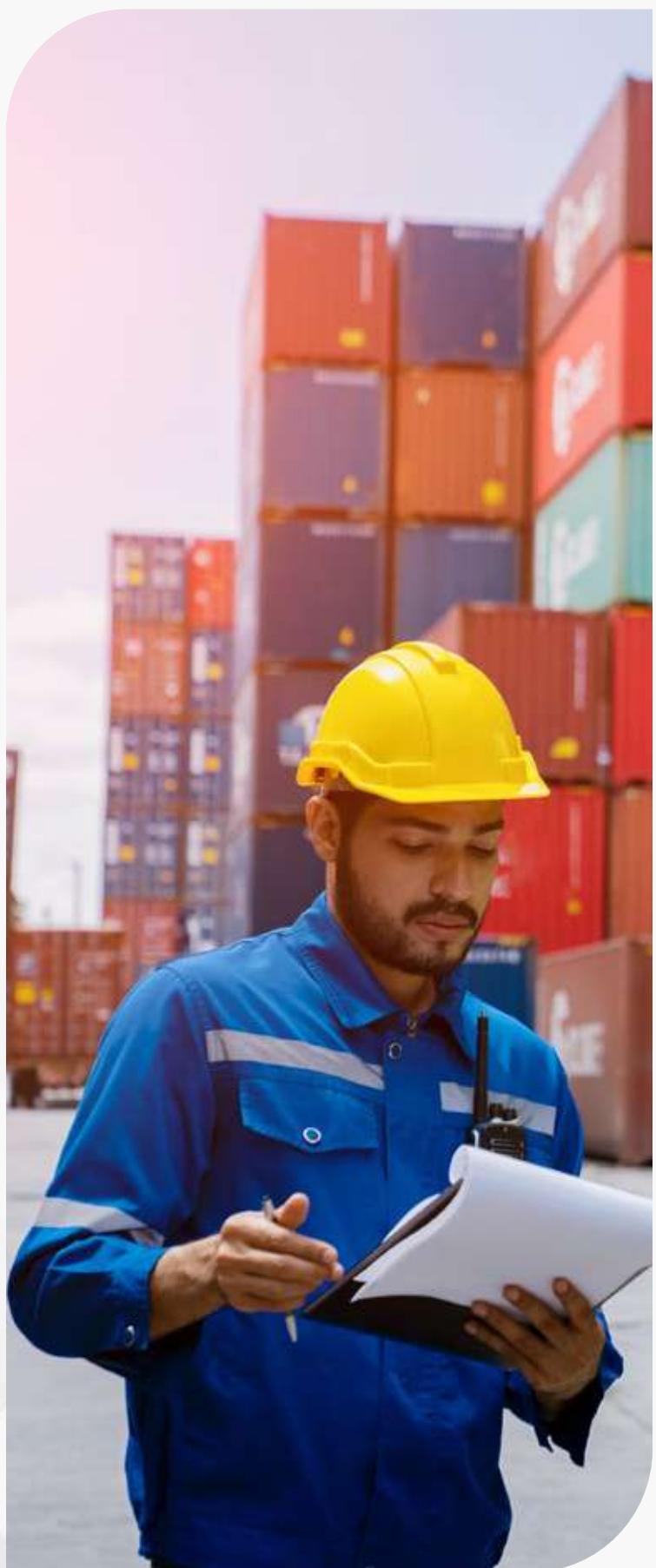


Key Skills You'll Learn

- Data analysis & project skills
- Attention to detail
- Interpersonal skills
- Customer-oriented outlook
- Solution-faced mindset

Career Prospects

- Project Manager
- Supply Chain Manager
- Material Manager
- Demand Planner
- Master Production Scheduler
- Sourcing Manager



Hiring Companies

adani

Ports and
Logistics



VRL LOGISTICS LTD



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

Human Resource Management

**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Accounting in Logistics & Supply Chain Sector

**02**

Logistics Fundamentals and Processes

**03**

Planning for Logistics

**04**

Supply Chain Modeling & Design

**05**

Lean Supply Chain Management

Semester 4

**01**

Business Policy & Strategy

**02**

Supply Chain Simulation

**03**

Logistics Strategy

**04**

Dissertation

Testimonials

“

The program helped me in a detailed study of Supply Chain and Logistics. Also, I got to know how all things work in any organization. Through this program, I got knowledge about how the inventory is managed and other things as well. This benefitted me in my career because I applied the same thing in my job profile, which is being appreciated by seniors.

Deepika

Dharamshila Narayana Super Speciality Hospital/Pharmacist
Delhi, India
3 years 9 months

“

The best part about the course is that it is not an entirely remote program, you get to visit the campus for your exams and gives you a clear sense of belonging to the institution. The support I've received from my Program Coordinator Ms Suman Grover throughout the course was remarkable. The faculty was brilliant, and their quality of teaching was par excellence. Overall, a very seamless and delightful experience.

Sai Kiran Bandlamudi

Batch - 2019-2021
FIN Water (H2ONE Water Solutions Private Limited) / Head - Supply Chain & Technology
Exp- 4 years

“

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Shaan Ali

Batch – 2018-2020
Flipkart Group of Companies/
Regional Manager
Exp- 13 years

Program Fees



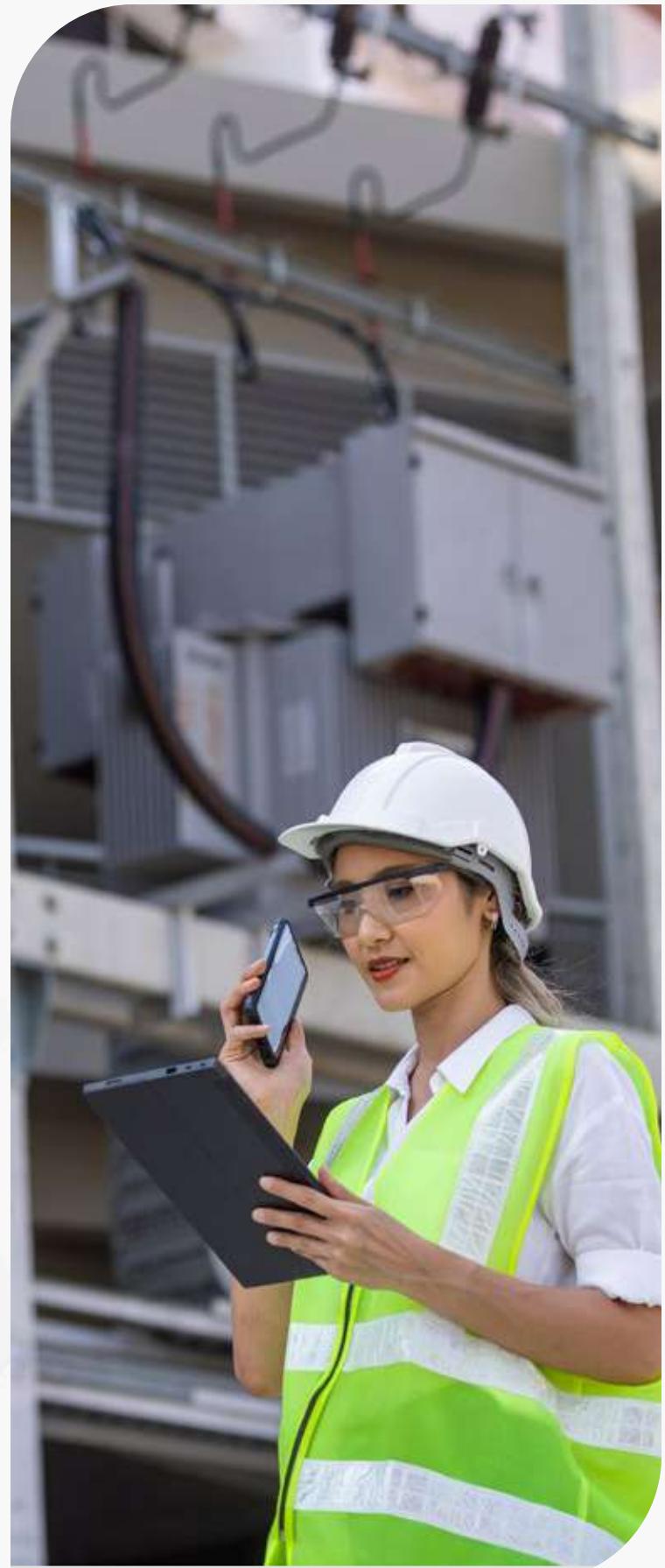
Partner with Finance Peer for

- **Low-Cost EMI Options**
- **No Processing Fees**
- **No Hidden Costs Education to Elevate Your Career**

Program fees

Indian Students: Rs. 1,75,000
(per semester Rs. 43,750)

International Students: \$2,465
(per semester \$617)



FAQs

Question- Are the online degree programs offered by UPES University approved by UGC?

Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any placement assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

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Question- Can I go for PhD after doing an online MBA from UPES?

Answer- Yes! You can very well do a PhD after successfully completing your MBA degree. PhD enhances your employability quotient and helps you with progress in your career.

FAQs

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes! You can pursue two programs simultaneously. Dual degrees, if carefully chosen aid in quickly filling your skill and knowledge gaps. Needless to say, the recruiters will find you more attractive because you will be able to match the vacancies they have. Our admission counsellors can help you with your program choices.

Question- Why should I choose your online program?

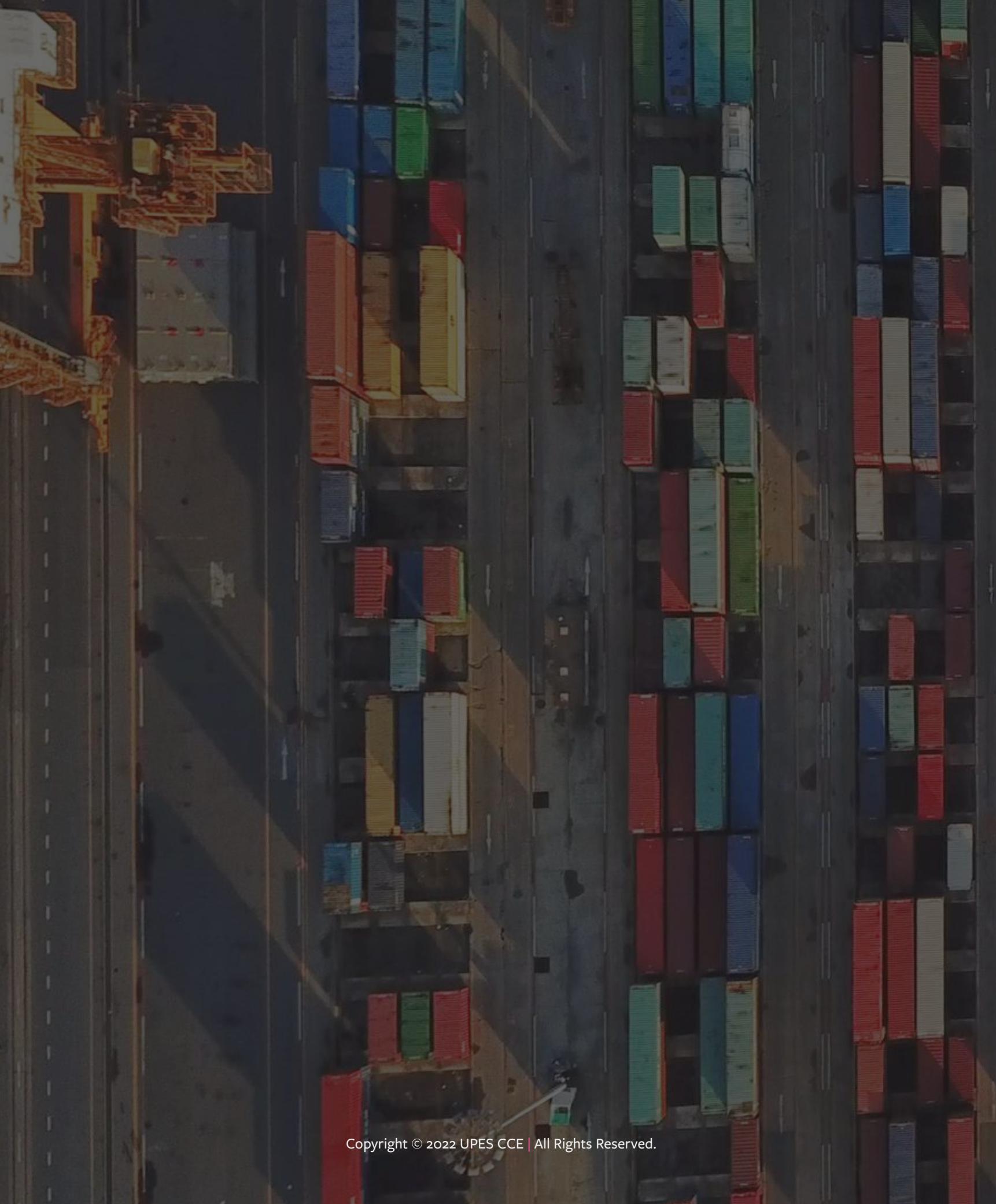
Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Answer- You can start your application process [here](#) or reach our Toll-Free Number 1800 103 1495 to arrange a call back from your dedicated career advisor.



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MBA in Power Management

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 41 in Management Category by NIRF University Ranking 2022



UGC Entitled Programs



Awarded QS 5 Stars for Academic Development



Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

At UPES CCE, the main goal of this MBA program is to create a pool of technically trained manpower readily available for recruitment to the power sector companies. The program includes various aspects of power management like the electricity market, financing of power sector projects, economy, power pricing, and power sector regulations.

The program also immerses well-defined learnings and related facets of management relevant at the regional, national and global levels.

With an upgraded curriculum that matches the present industry requirements, this MBA program shall give you insights into power management issues and prepare you for handling the challenges of the changing global world.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

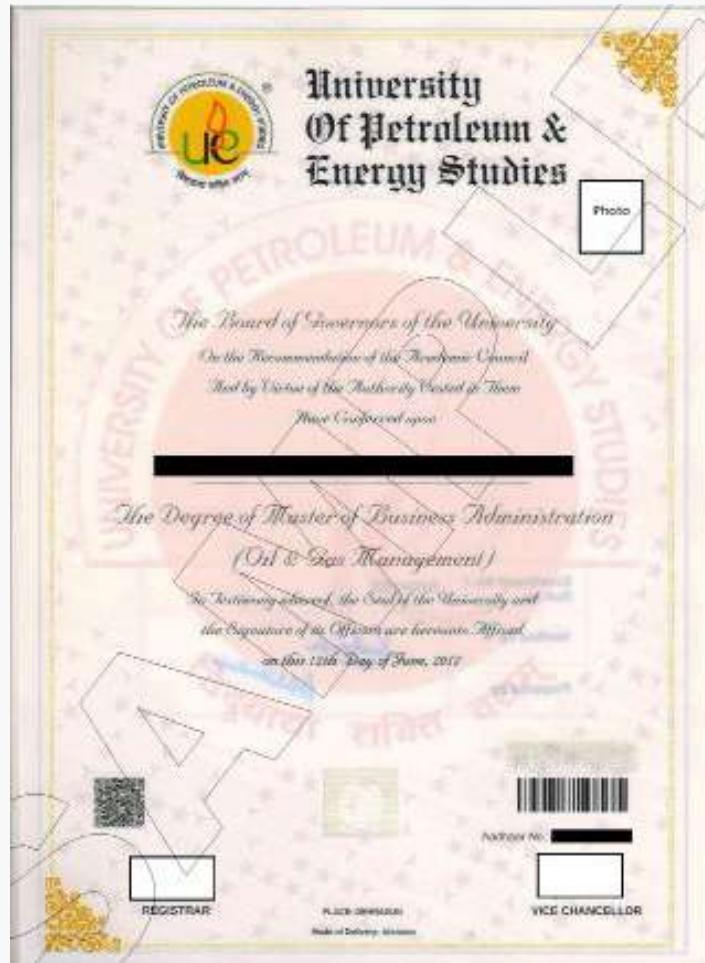


Free Access to Career Essential
Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



This program is designed for all the working professionals who want to upskill and uplift their careers while continuing their jobs.



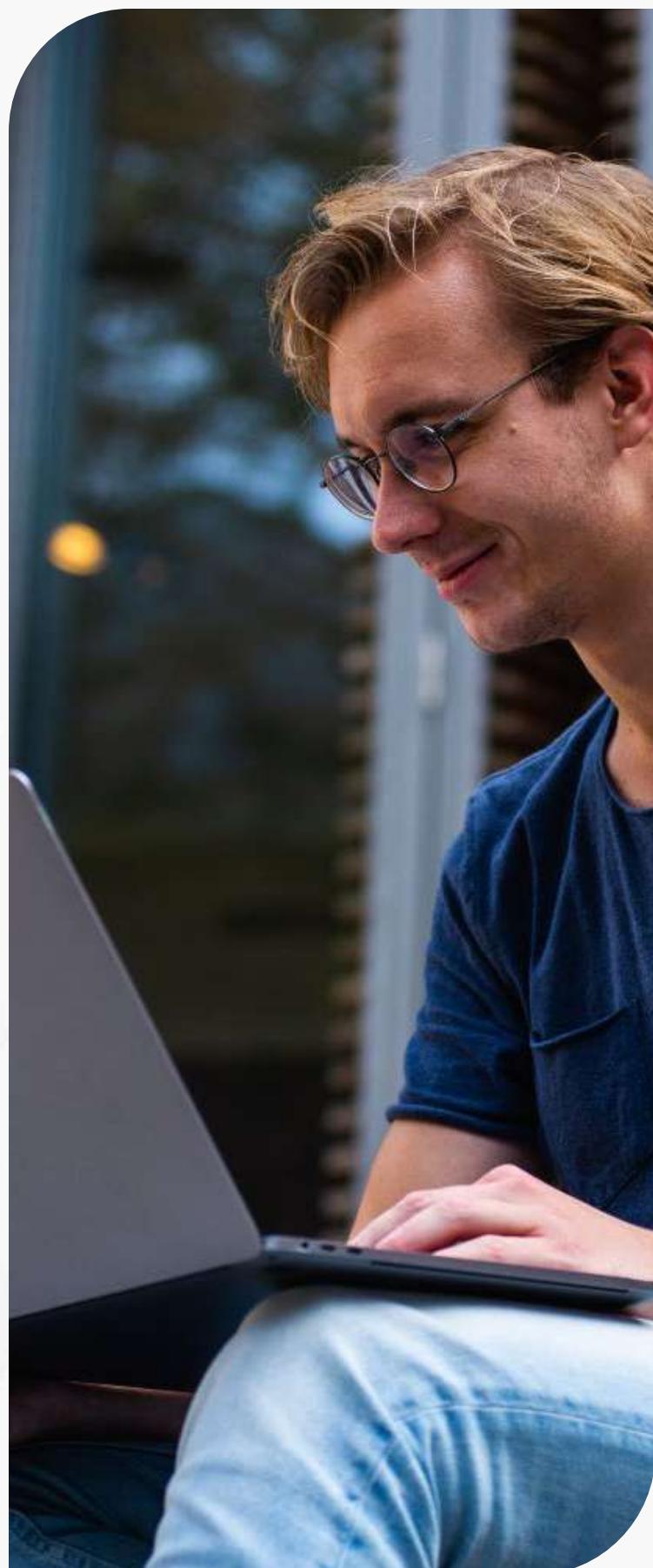
Any working professional or graduate who wants to shift or make a career in the power sector.



Aspirants who want to start their own business in power and allied industries.

Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcome

- Tackle the challenges related to the spectrum of production, transmission, and distribution of energy.
- Build strong grounding on how to navigate through the tough realities of the power industry.
- Gain specialised expertise in key concepts of power management – power economics & trading, financing power projects, HSE, technology and leadership skills.
- Ability to demonstrate higher managerial skills in power management and execution.



Key Skills You'll Learn

- Cross Functionality
- Social Awareness
- Project Management Skills
- Critical Problem-solving Skills
- Analytical Thinking Skills
- Leadership Skills
- Collaborative attitude

Career Prospects

- Power Consulting
- Power Trading & Exchange
- Energy Analytics
- Regulatory
- EPC
- Business Development
- Power Utility Operations



Hiring Companies



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

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Operations & Material Management

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**05**

Research Methodology

Semester 3

**01**

Power Sector Economics & Planning

**02**

Financing Energy Sector Projects

**03**

Power Pricing & Power Purchase Agreements

**04**

Power Trading

**05**

Power Station Management

Semester 4

**01**

Business Policy & Strategy

**02**

Energy Law & Policy

**03**

Health, Safety & Environment for Power Industry

**04**

Dissertation

Testimonials

“ The Program is very flexible and equally enriching to my field of practice i.e Power System Engineering. Additionally, the coursework gives you ideas, and relevant theories to help you develop the skillset that you need, and experiment with the issues that you face at the site.

Akshay Sreenivasan
Protection and Control
Engineer, 7 years
South East Asia & the
Middle East

“ MBA in Power Management from UPES has given me self-confidence in my career in going ahead to different roles and has added a feather to my career cap in getting a nice role in the engineering department. In my previous organization, I was Engineer- in Electrical & Automation looking after the Projects at the site, which was tough, but it gave a direction to my career.
And after my MBA at UPES CCE, I got a newer and bigger role in Tata Power in the Corporate Office and work as the Team Lead-Engineering Department.

SATYA PRASAD NAYAK
MBA Power Management
TATA POWER/ TEAM LEAD-
ENGINEERING
Exp- 9 YEARS 6 MONTHS

“ The program is well connected with all possible dimensions of the existing market scenario and future opportunities under Indian & Global Standards. I am very satisfied with what I have achieved in my so-far career post my MBA from UPES CCE. Through this program, my career has got an exponential boost in terms of recognition and responsibilities, both.

Amit Mathur
MBA Power Management
Greenko Group
Assistant General Manager
13+ Year in Hydro Power Plants

Program Fees



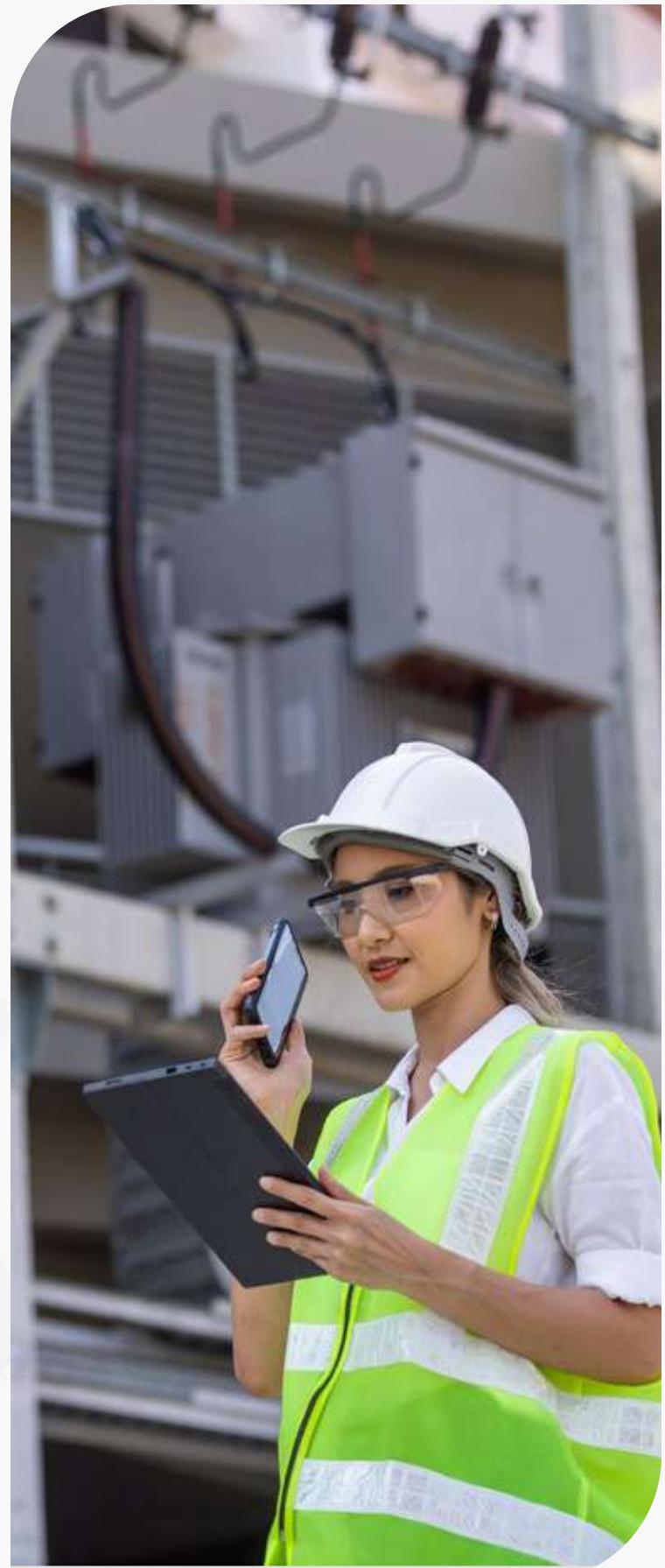
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- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

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**MBA (General) with specialisation
in Digital Business**

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 41 in Management Category by NIRF University Ranking 2022



UGC Entitled Programs



Awarded QS 5 Stars for Academic Development



Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

MBA (General) with specialisation in Digital Business is a four-semester program designed for working professionals, who are working in or wish to make a career in the areas of Digital Business, E-Commerce and related areas. Participants will gain a good understanding of the business practices, processes, design, and strategies relevant for success in digital businesses.

The MBA in Digital Business program will help students emerge into well-rounded professionals ready to take up challenges of the industry in diverse areas from retail to manufacturing to the service sector.

The MBA in Digital Business program will equip the students to develop into top-notch professionals or entrepreneurs in the digital business and booming areas of digital marketing.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

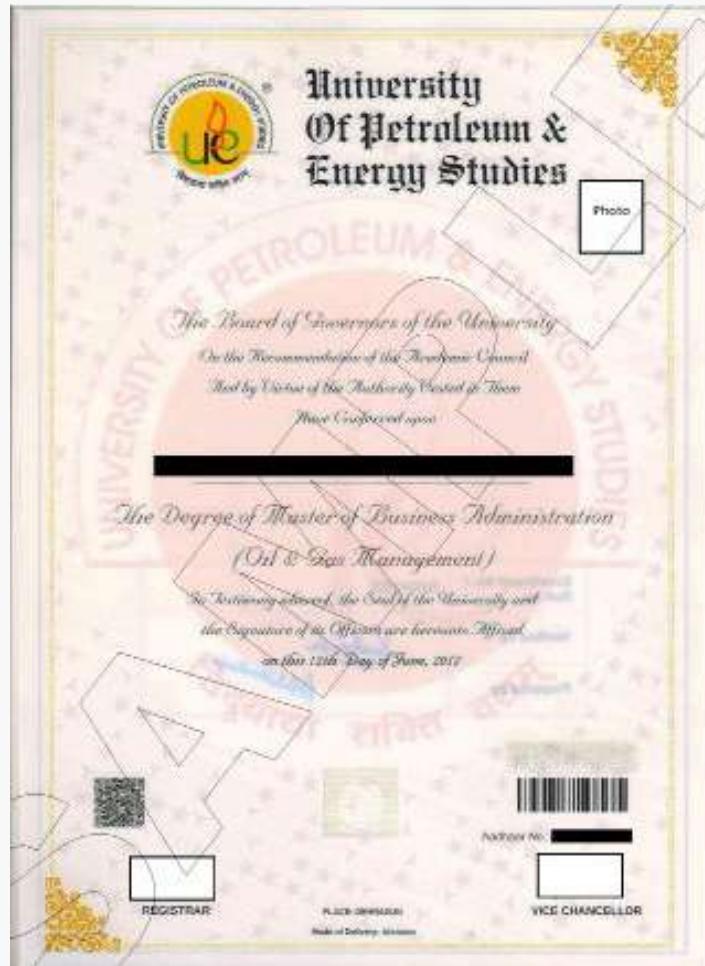


Free Access to Career Essential
Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Traditional Marketers who wish to pave their way into Digital Marketing and Business.



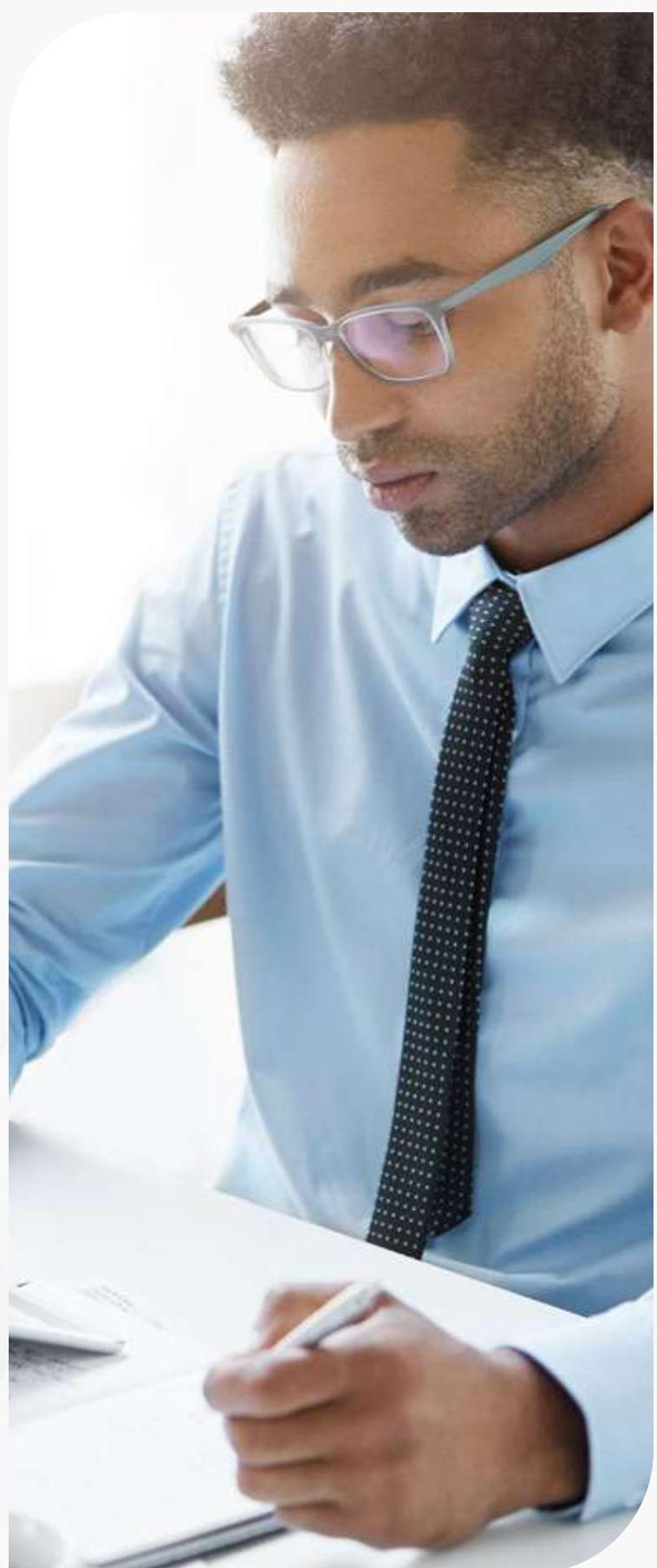
Small enterprise or local business owners who wish to move their business online.



Those with a zeal to learn about digital business and its applications.



Graduates having basic knowledge of Digital Marketing platforms who wish to get practical and deep study of Digital Business.



Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.

Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Develop an in-depth understanding of the dynamics of the global Digital Business ecosystem.
- Develop skills surrounding the key marketing and branding components of an online business.
- Analyze the issues managers face in internet-based organizations.
- Apply business and technical knowledge to achieve and maintain market leadership positions in the Digital Business space.
- Exhibit assessment and design skills for research, promotion, and communication strategies within the Digital Business ecosystem.

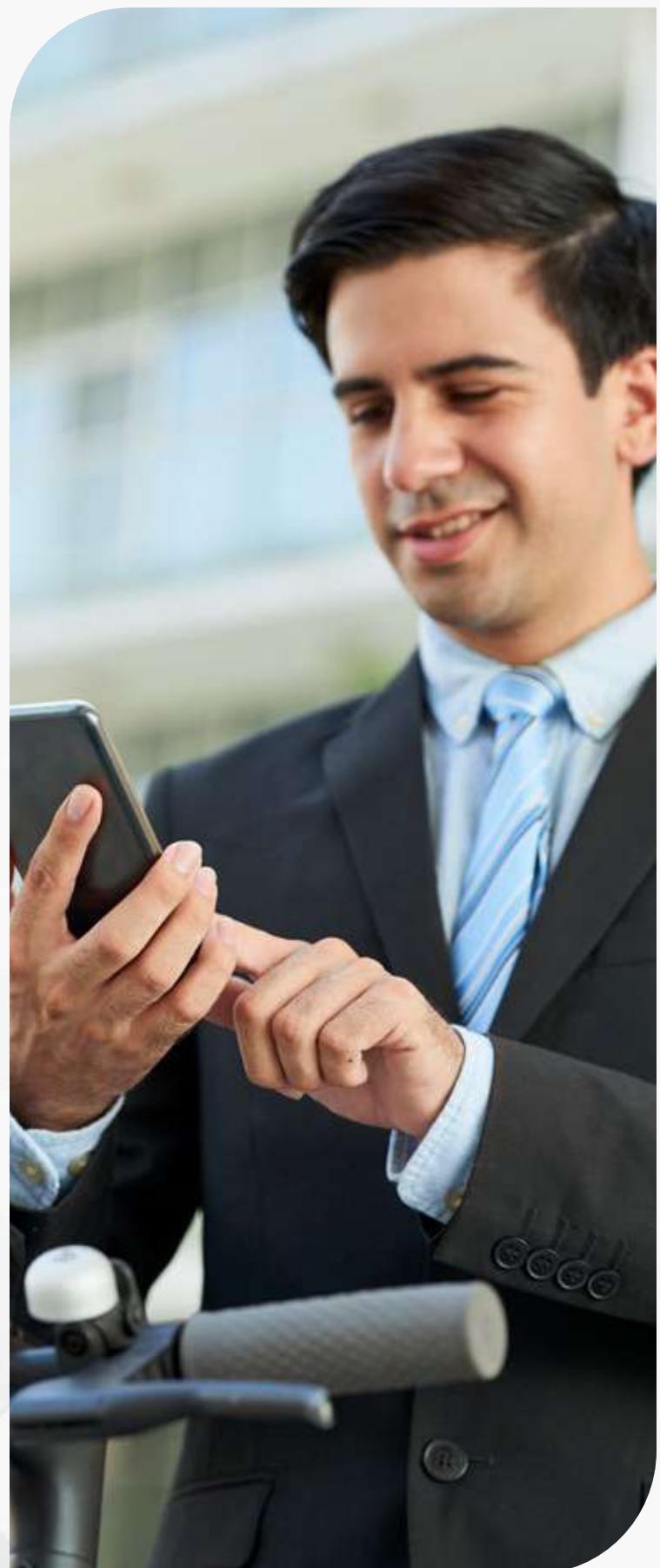


Key Skills You'll Learn

- Data Analysis
- SEO & SEM
- CRM
- Basic Designing Skills
- Social Media Skills
- Digital Marketing

Career Prospects

- E-Commerce Specialist
- Digital Analyst
- Digital Transformation Project Manager
- Digital Marketing Manager
- Digital Business Analyst
- Head of E-Commerce
- Digital Marketing Consultant



Hiring Companies



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

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**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Introduction to Digital Business and Social Media Tools

**02**

Digital Business Models and Design Principles

**03**

Digital Brand Management

**04**

Digital Marketing

**05**

Business Analytics for Managers

Semester 4

**01**

Data Mining, and Visualization

**02**

Business Policy & Strategy

**03**

Design Thinking

**04**

Digital and Business Laws

**05**

Digital Payments and E- Business & E-Commerce

**06**

Dissertation

Testimonials

“

It was a delightful and professional experience for me with UPES CCE. The syllabus was industry-relevant and because of that, I learned a lot during my job. Online lectures were very helpful for seamless studies. I am highly obliged to whole team's immense support and cooperation.

HR Godara

Indian Air Force

Delhi, India

20 years

“

Being an Ex Airman from IAF transformed to work in Oil and Gas industry obviously a challenge. Such kind of professional courses from UPES benefited a lot to improve the domain knowledge, confidence and career opportunities not only in India but also across the globe.

Francis Salath Victor

CCED, Oman, Production

Superintendent,

Muscat

Program Fees



Partner with Finance Peer for

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For Foreign Students: USD 3,300



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Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

This course is designed to develop an aptitude for analytical thinking and managerial decision-making, devise strategies to achieve better financial performance as well as learn theories related to risk and profitability. This course uses a combined approach to decision-making using both analytical and theoretical tools. The programme emphasizes the understanding and application of techniques of Financial Management to drive revenue and mitigate costs.

This 2-year online MBA programme is designed to improve your financial intelligence and make you industry-ready to provide critical insights and inputs to private businesses and public establishments.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

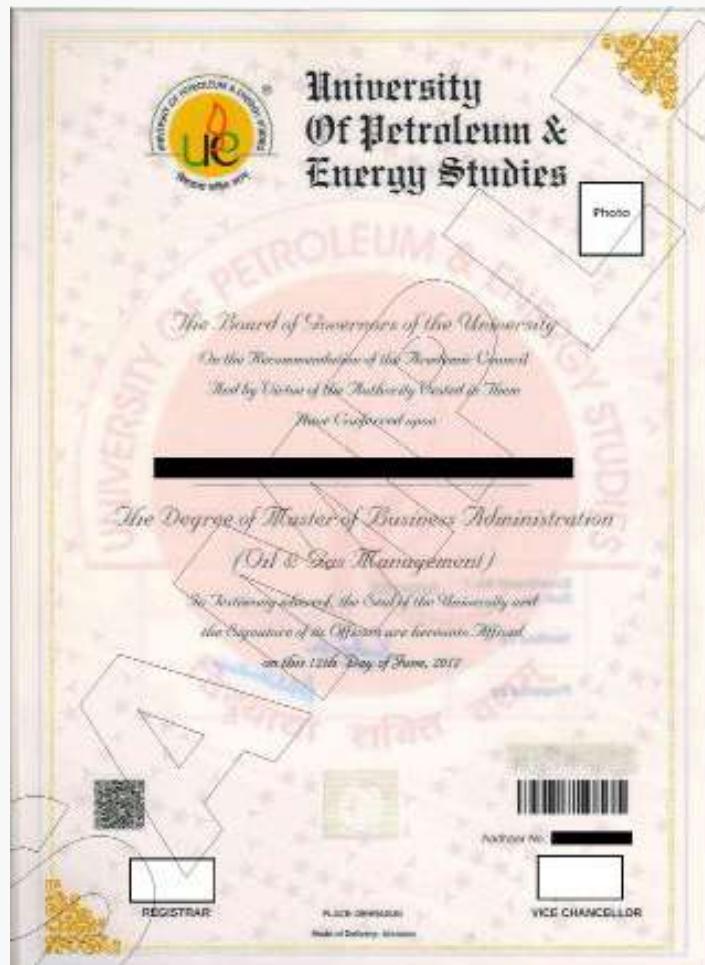


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Robust Learning Management System
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Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Professionals in Finance and consulting sector who want to enhance their career opportunities.



Professionals from other industries who wish to enter Finance and related sectors.



Freshers looking forward to pursuing their careers in Financial Management.

Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

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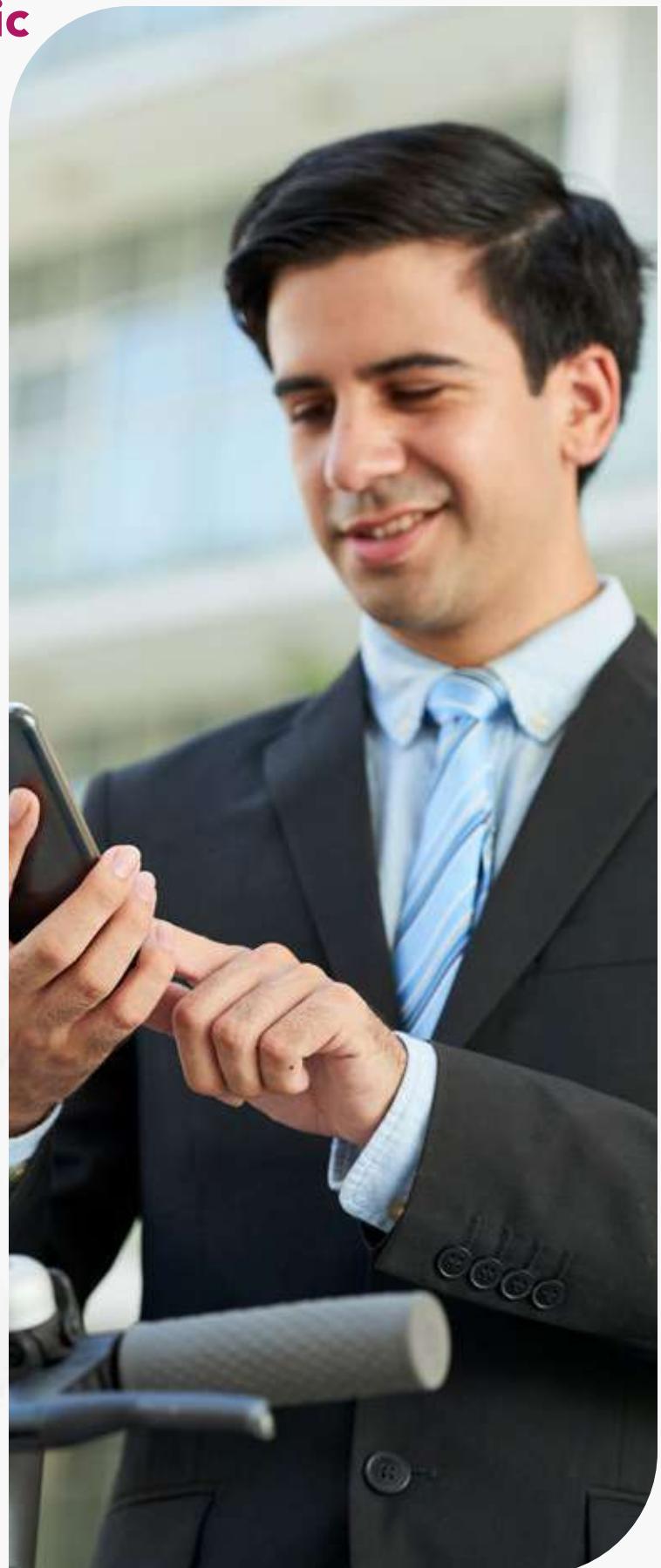
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Webinars

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Learning Outcomes

- Use finance theories/concepts, techniques, and models for qualitative and quantitative analysis.
- Communicate complex financial information and analysis effectively both in speaking and writing.
- Apply financial knowledge/skills and an ethical compass to guide business decisions in academic simulations or real-world professional environments.
- Formulate financial management solutions based on qualitative and quantitative analysis.
- Develop the ability to create financial strategies, risk assessment, and capital investment.



Key Skills You'll Learn

- Financial Reporting
- Logical Reasoning
- Time Management
- Business Analysis
- Interpersonal Skills

Career Prospects

- Accounts Manager
- Credit Manager
- Financial Analysts
- Finance Manager
- Insurance & Risk Manager
- Investment Banker



Hiring Companies



Mu Sigma
DO THE MATH



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

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**04**

Quantitative Techniques for Management Applications

**05**

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Strategic Management of Technology & Innovation

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Research Methodology

Semester 3

**01**

Fintech Investment Analysis & Portfolio Management

**02**

Financial Econometrics

**03**

Corporate Valuation

**04**

Fintech Analytics

**05**

International Finance & Risk Management

Semester 4

**01**

Business Policy & Strategy

**02**

Data Visualisation

**03**

Fintech Financial Institutions & Market

**04**

Rural Finance

**04**

Dissertation

Program Fees



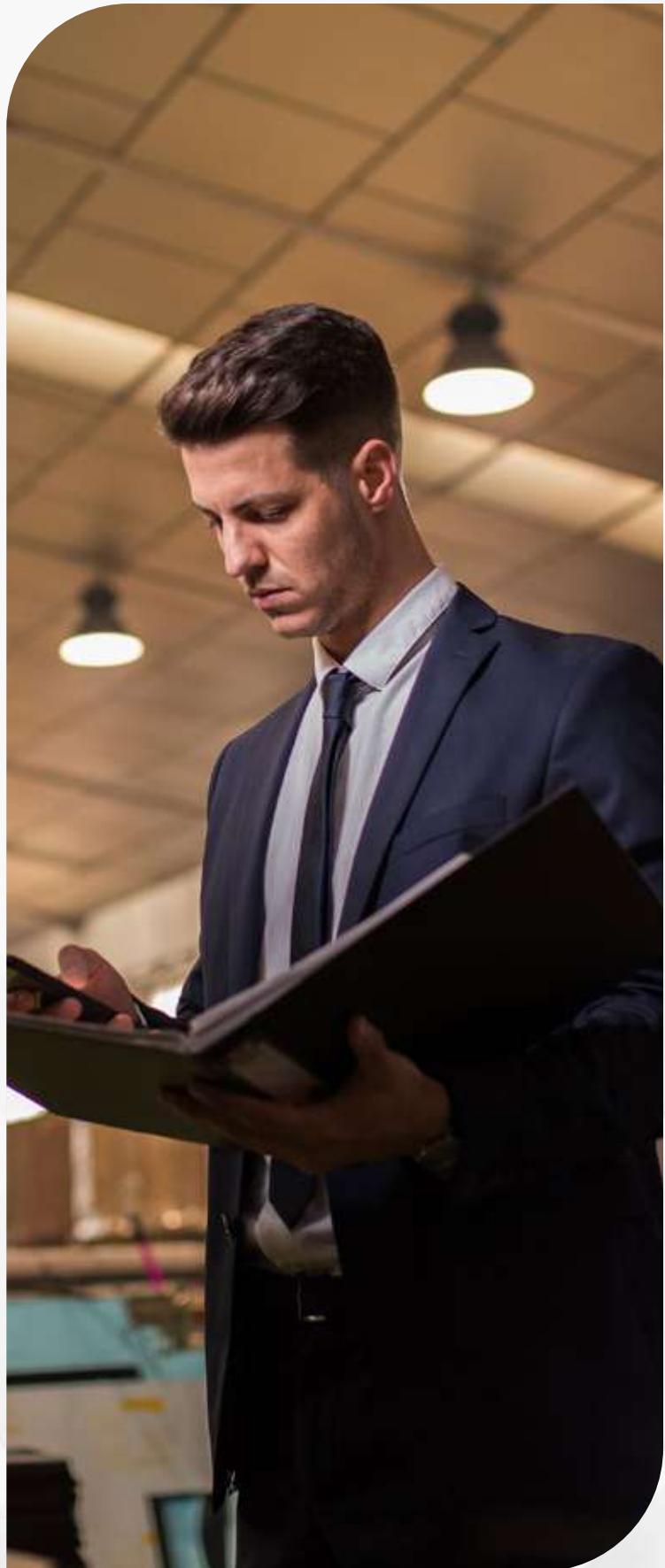
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Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any placement assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

The majority of our students are already employed. And those who are not get mentored by the academic team through multiple engagement activities. The employability-related queries asked by the students are individually addressed.

Question- Can I go for PhD after doing an online MBA from UPES?

Answer- Yes! You can very well do a PhD after successfully completing your MBA degree. PhD enhances your employability quotient and helps you with progress in your career.

FAQs

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes! You can pursue two programs simultaneously. Dual degrees, if carefully chosen aid in quickly filling your skill and knowledge gaps. Needless to say, the recruiters will find you more attractive because you will be able to match the vacancies they have. Our admission counsellors can help you with your program choices.

Question- Why should I choose your online program?

Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Answer- You can start your application process [here](#) or reach our Toll-Free Number 1800 103 1495 to arrange a call back from your dedicated career advisor.



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**MBA (General) with specialisation in
Human Resource Management**

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 41 in Management Category by NIRF University Ranking 2022



UGC Entitled Programs



Awarded QS 5 Stars for Academic Development



Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

This programme covers all the topics for students' overall career development like - HR analytics, strategies, digitization, data visualization, and financial management along with core subjects that enhance HR strengths and help mitigate weaknesses.

With a world-class faculty and hiring partners that belong to top global organizations, this programme will equip you to develop capabilities and skills for continual professional success in this field

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

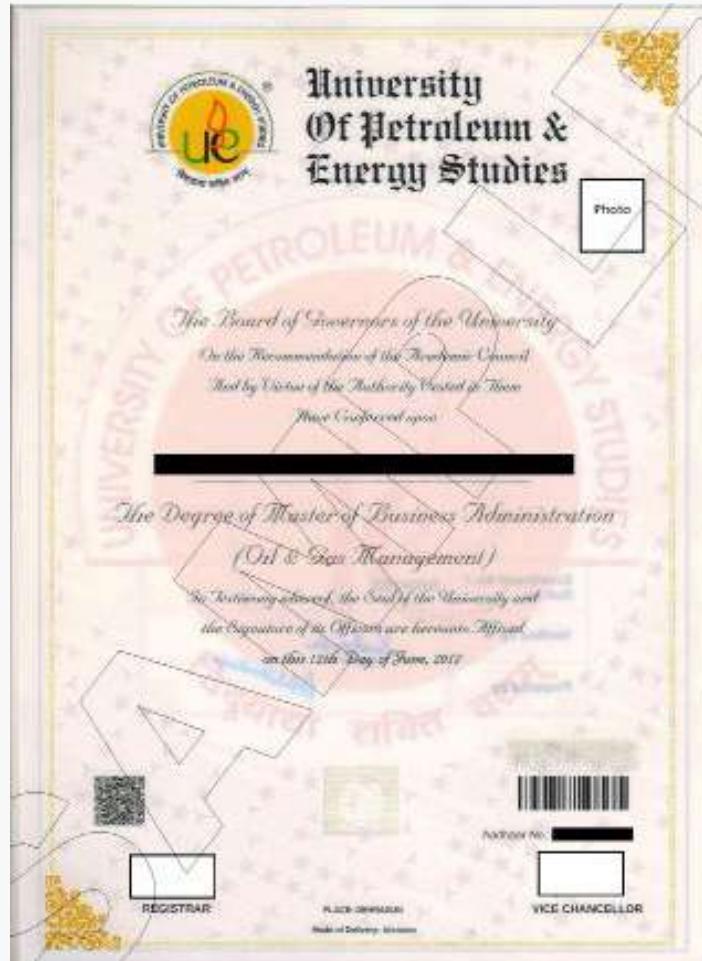


Free Access to Career Essential
Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program For?



Professionals in every sector who want to enhance their career opportunities.



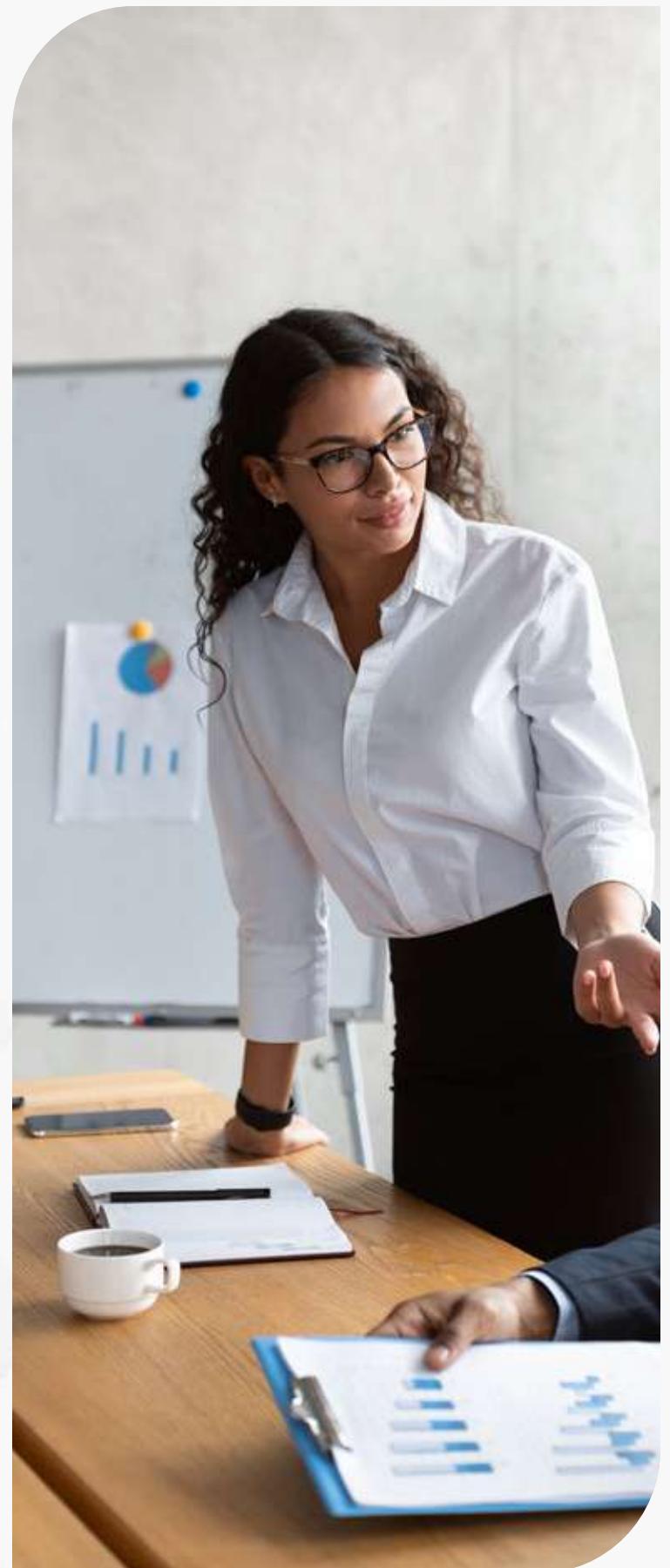
Graduates and professionals who want to move to managerial positions in Human Resource Management.



Professionals from other industries who wish to enter the Human Resources field.



Freshers looking forward to pursuing their career in Human Resource Management..



Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.

Go from Learner to a Futuristic Leader

Weekend Live Sessions

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Discussion Forums

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Doubt Clearing Sessions

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Interactive Assignments

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Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Demonstrate competence in employee development and problem-solving in HR Management.
- Understanding of Personality dimensions, motivation, leadership and so on at the micro level and organization design, structure, culture and so on at the macro level
- Analyze Strategic Human Resource Management issues of "best practices", "fit", and "flexibility".
- Create a Human Resource Plan for the organization's success and develop value-based leadership capacity.
- Examine current issues, trends, practices, and processes in HRM.



Key Skills You'll Learn

- Problem-solving Skills
- Analytical Skills
- Negotiation Skills
- Decision-Making Aptitude
- Conflict Management
- Digital Literacy
- Leadership Skills
- Team management & Teamwork
- Payroll Basics

Career Prospects

- Human Resources Manager
- Executive Recruiter
- Compensation Manager
- Employees Relationship Manager
- Talent Acquisition Lead



Hiring Companies

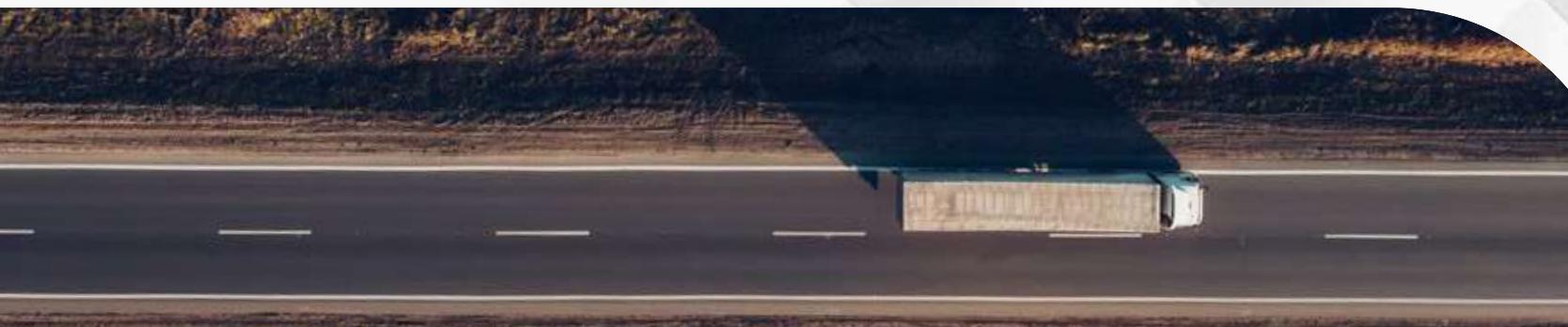
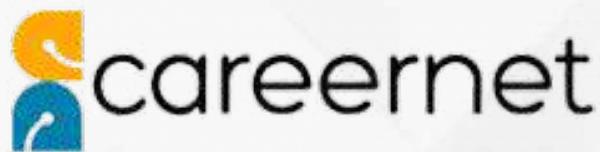


Adecco



ManpowerGroup™

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SERVICES



Curriculum

Semester 1

	01	Economics & Management Decisions
	02	Financial Management
	03	Marketing Management
	04	Quantitative Techniques for Management Applications
	05	Operations & Material Management

Semester 2

	01	Human Resource Management
	02	Customer Relationship Management
	03	Project Management & Contract Administration
	04	Strategic Management of Technology & Innovation
	05	Research Methodology

Semester 3



01

Labour Legislations & Industrial Relations



02

Cross-Cultural and Global HRM



03

Performance Management



04

HR Analytics



05

Training and Development

Semester 4



01

Digital HR



02

Data Visualization



03

Business Policy and Strategy



04

Compensation Management



04

HR Analytics

Program Fees



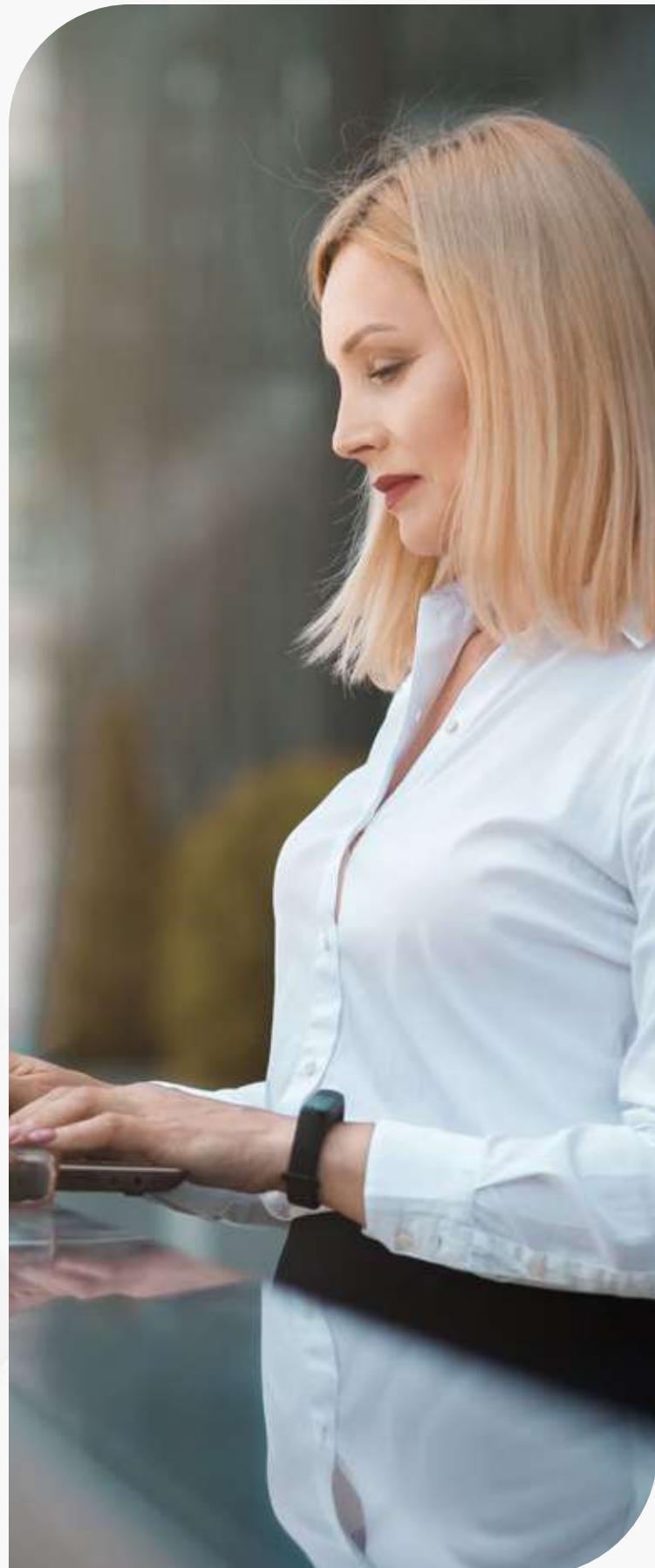
Partner with Finance Peer for

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- **No Processing Fees**
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Program fees

For Indian Students: Rs.1,50,000

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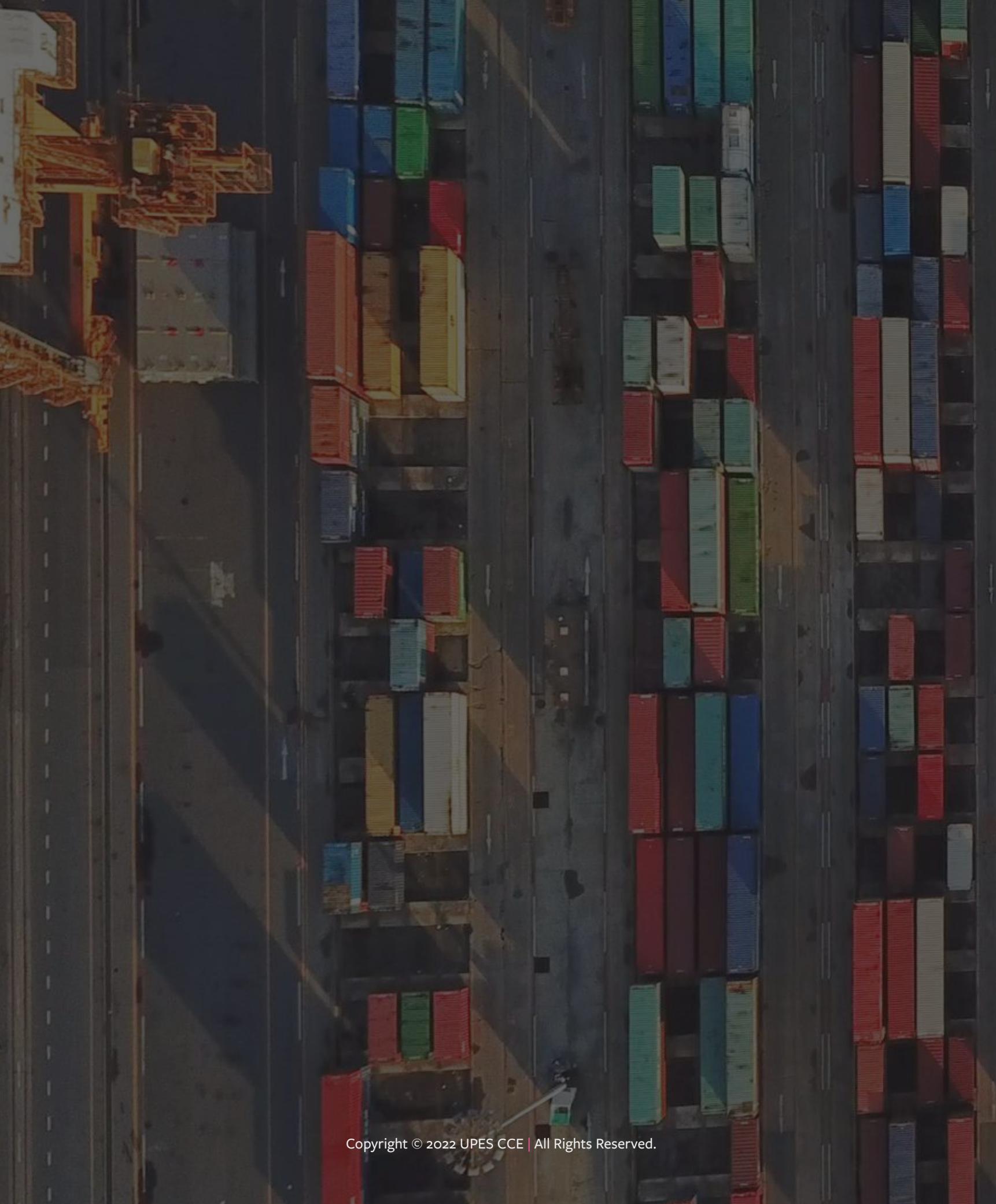
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Centre for
Continuing
Education

MBA in Infrastructure Management

Who Are We?

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UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

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Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

MBA in Infrastructure Management is a 2-year program for ambitious professionals to help them stand out as exceptional Infrastructure specialists. The program covers contemporary & key concepts, practical insights and general management skills essential for infrastructure management career opportunities both in India and Abroad.

This program aims to inculcate techno-commercial and leadership skills in you to focus on best practices worldwide. It focuses on enabling professionals to handle large projects efficiently and imparts advanced planning & implementation concepts. It is designed by industry experts and delivered online to elevate the career trajectory of working professionals.

Key Highlights of the Programme



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

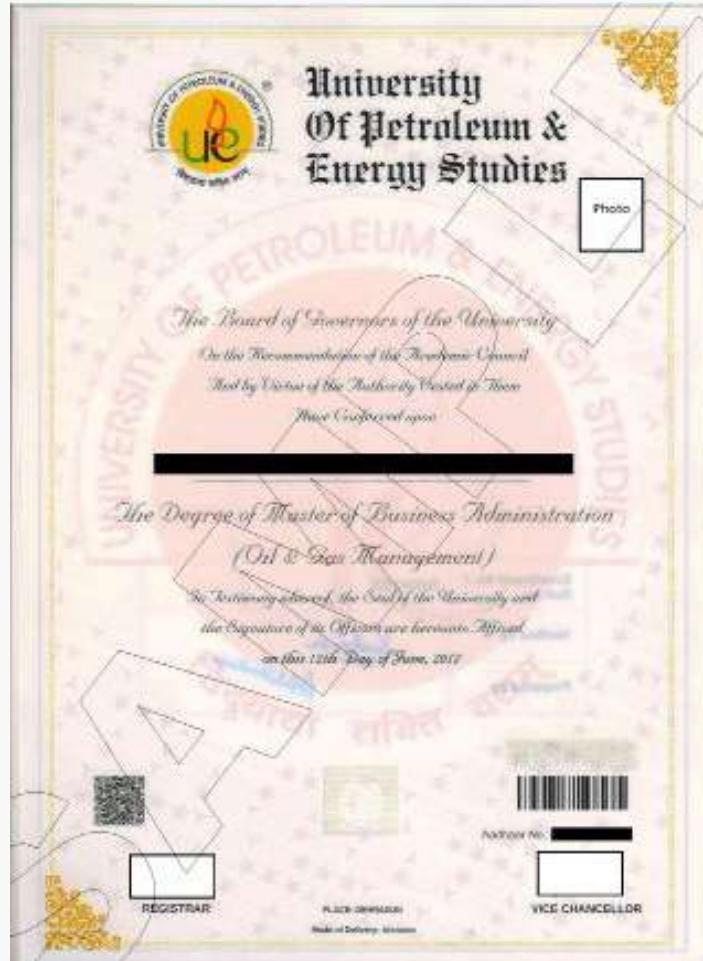


Free Access to Career Essential
Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Real estate professionals such as Civil Engineers, Architects, and Government Officers working in Infrastructure Industry who want to enhance their career opportunities.



Professionals from other industries who wish to enter into Infrastructure Industry.



Freshers looking forward to pursuing a career in the Infrastructure sector

Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

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Interactive Assignments

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Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Demonstrate in-depth understanding of relevant functional areas of business and their application in the Infrastructure Management domain.
- Ability to integrate functional areas of infrastructure management for planning, implementation, and control of the Infrastructure sector.
- Develop a global perspective toward business situations in the area of Infrastructure Management.
- Build strong fundamentals and skills in infrastructure service delivery, the regulatory process and competition policy from a technical, economic, social, legal and political.



Key Skills You'll Learn

- Project Management
- Communication Skills
- Negotiation Skills
- Problem Solving Skills
- Analytical Skills
- Responsiveness

Career Prospects

- Construction Project Manager
- Estate Manager
- Finance & Accounting Manager
- Facility Manager
- Property Manager
- Service Manager
- Operations Manager



Hiring Companies



HCC NCC

Nagarjuna Construction Company Limited

LANCO

 **SIMPLEX**
INFRASTRUCTURES LTD.



GAMMON



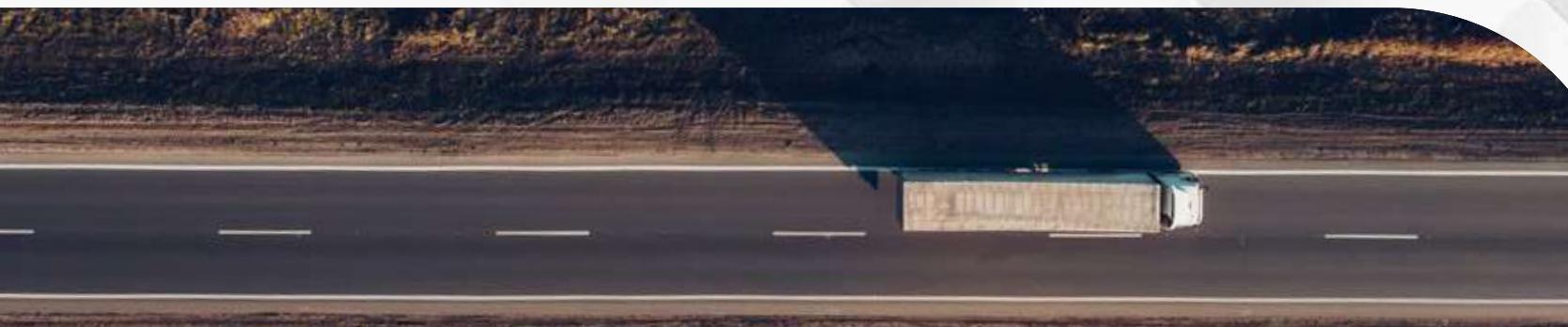
Punj Lloyd
GROUP

GMR

Creating tomorrow today



LARSEN & TOUBRO



Curriculum

Semester 1

	01	Economics & Management Decisions
	02	Financial Management
	03	Marketing Management
	04	Quantitative Techniques for Management Applications
	05	Operations & Material Management

Semester 2

	01	Human Resource Management
	02	Customer Relationship Management
	03	Project Management & Contract Administration
	04	Strategic Management of Technology & Innovation
	05	Research Methodology

Semester 3

**01**

Infrastructure Development

**02**

Non-Conventional Methods of Infrastructure Creation

**03**

Transportation Economics and Management

**04**

Understanding Urban Infrastructure

**05**

Infrastructure Enterprise Management

Semester 4

**01**

Business Policy & Strategy

**02**

Infrastructure Insurance, Law & Contracts

**03**

Rural & Social Infrastructure

**04**

Dissertation

Program Fees



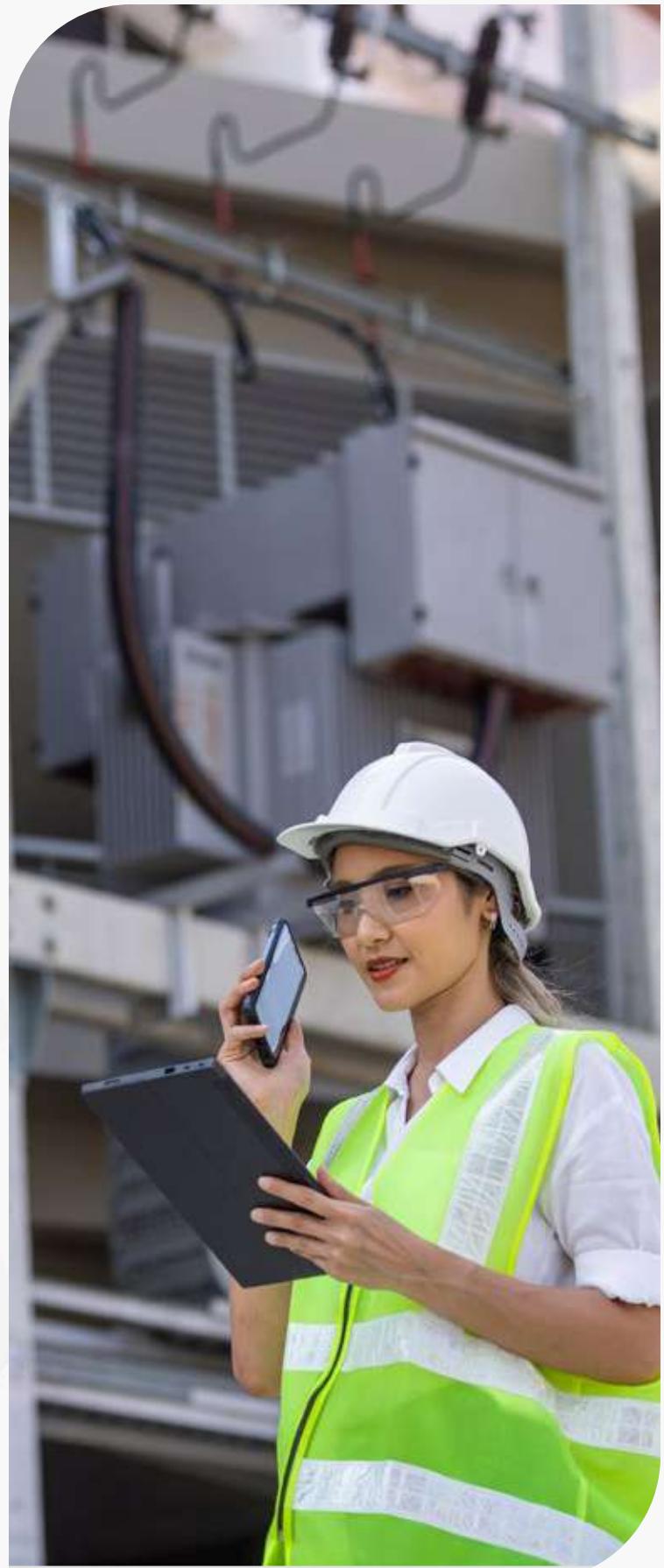
Partner with Finance Peer for

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**MBA in
International Business**

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Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

At UPES CCE, MBA in International Business is aimed to help you understand and review international business strategies and frameworks and explore specific roles in various business functions.

In this course, you will learn about economics, management and political events that can help you seize opportunities and avoid/manage risks. The industry-leading faculties and rigorous academic resources help you focus on best practices in the industry worldwide with advanced concepts like Corporate Restructuring, M&A, International Trade, and Project Finance.

Designed by industry experts, this program intends to make you a truly Global Business Manager with techno-commercial and leadership skills to be able to deliver stupendous growth.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

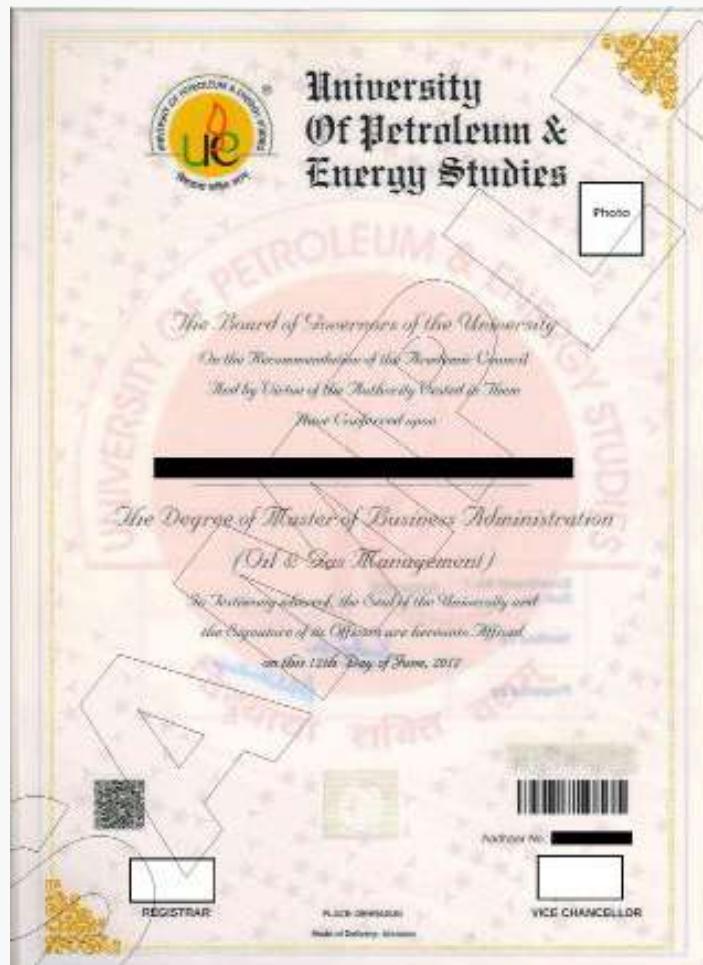


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Programs in Partnership with
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Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Working professionals in any industry who wish to build their career in international business.



Highly recommended for early-level professionals in FMCG, textile, e-commerce, logistics, and export-oriented manufacturing companies.

Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

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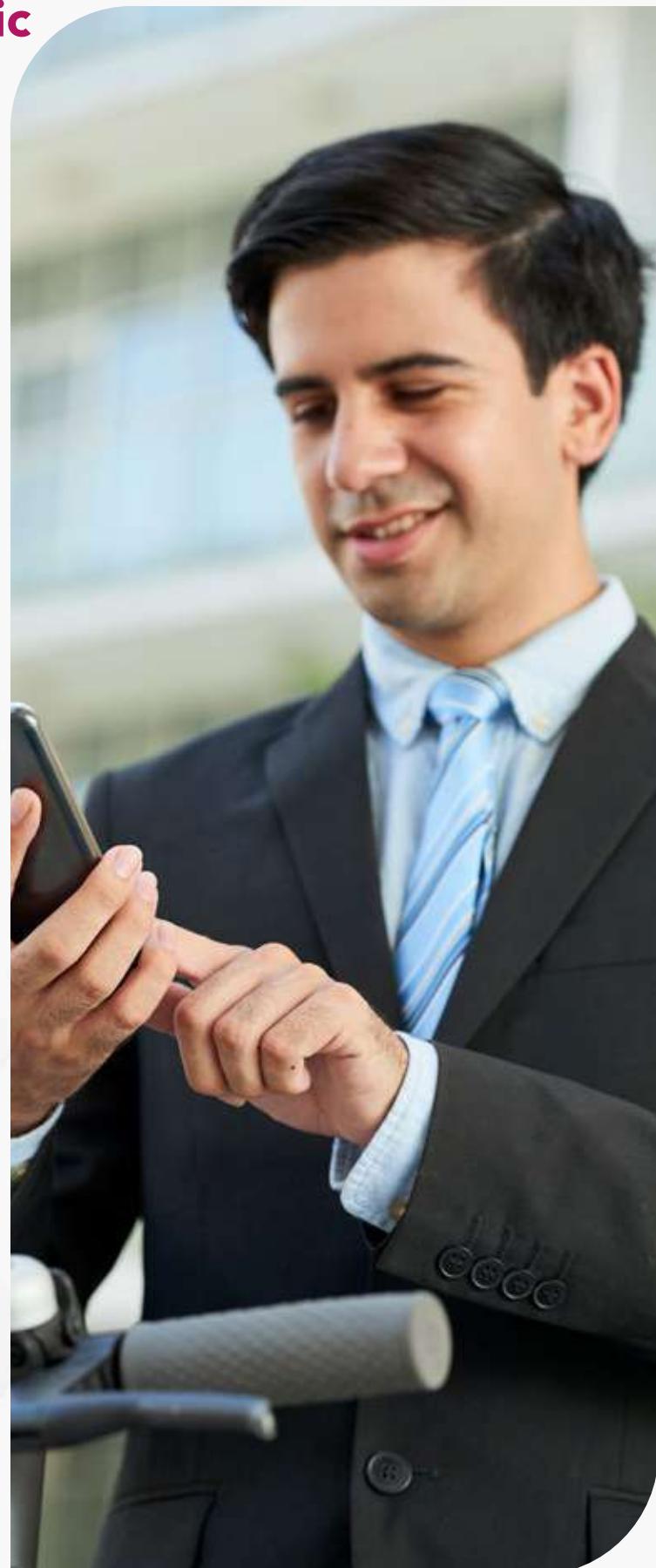
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Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Understand global business expansion practices and key issues related to business operations abroad.
- Compare and contrast cultures and societies globally using socio-economic and cultural frameworks.
- Develop an entry strategy into other potential markets.
- Learn to integrate economics, geopolitics, legal, and cultural dimensions necessary for multi-national operations.
- Develop expertise in the key concepts of international trade: logistics, legal & policy framework, technology, and leadership skills.



Key Skills You'll Learn

- Cross-cultural communication skills
- Excellent networking abilities
- Collaboration
- Adaptive thinking
- Emotional intelligence

Career Prospects

- Marketing Lead Manager
- Product Manager
- Supply Chain Manager
- Management Analyst
- Business Development Manager
- Policy Analyst



Hiring Companies

TEXTRON

FedEx

Corporation

Marriott
INTERNATIONAL

.
CISCO



>
accenture



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

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Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

International Business

**02**

Foreign Exchange Management and Trade Finance

**03**

International Marketing Management

**04**

Foreign Trade Policy, Procedure and Documentation

**05**

International Logistics & Supply Chain Management

Semester 4

**01**

International Business Law

**02**

International Finance Management

**03**

Mergers & Acquisition & Corporate Restructuring

**04**

Dissertation

Testimonials

“

My decision to pursue distance education at UPES CCE gave me the flexibility to decide my pace to learn and grow as it is not just limited to earning a degree but also allows exploring various arenas and enhances industry exposure. While working, you can learn and add feathers to your hat.

Shivam Jaitley

Sr. Business Systems Analyst
Burlington, Toronto

“

I am thankful that I got to learn the basics of management and international trade from the best faculties at UPES CCE. Despite the distance mode of education, UPES CCE ensures that all relevant topics are covered through live online lectures focusing on the difficult concepts as a priority. With hard work, great teachers, and a highly accountable team of UPES CCE, I completed my Master's degree. I thank the UPES team for providing an opportunity for working professionals like me to complete our education.

Rupak Podder

Associate Professor & Head
Wood India Engineering Projects Pvt Ltd,
Principal Engineer

“

I am a PhD In Computer Science and it took me a while to realize that pursuing a management education is the stepping stone toward my professional aspirations. So I decided to pursue an MBA in International Business because of the diverse course curriculum here. As a student, I received instant support for all my concerns from the university.

Pradosh Chandra Patnaik

Associate Professor & Head
Aurora's Scientific, Technological and
Research Academy

Program Fees



Partner with Finance Peer For

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**MBA (General) with
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5000+

Successful Career Transitions

About the Program

The MBA (General) with specialisation in Marketing at UPES CCE equips the learners with a strong understanding of human and market behaviour to overcome critical disconnects with the end consumer. You learn to build sound strategies to improve the way a business interacts with the world.

The holistic structure of the curriculum focuses on equipping you with core business skills and taking on critical thinking and analytical skills to generate a significant impact in the industry. You will gain an in-depth understanding of emerging areas like Marketing Analytics, Consumer Buying Behavior, Brand Management, Integrated Marketing Communication, Social & Digital Marketing, Sales & Channel Management, Advertising and Sales Promotion.

Key Highlights of the Programme



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

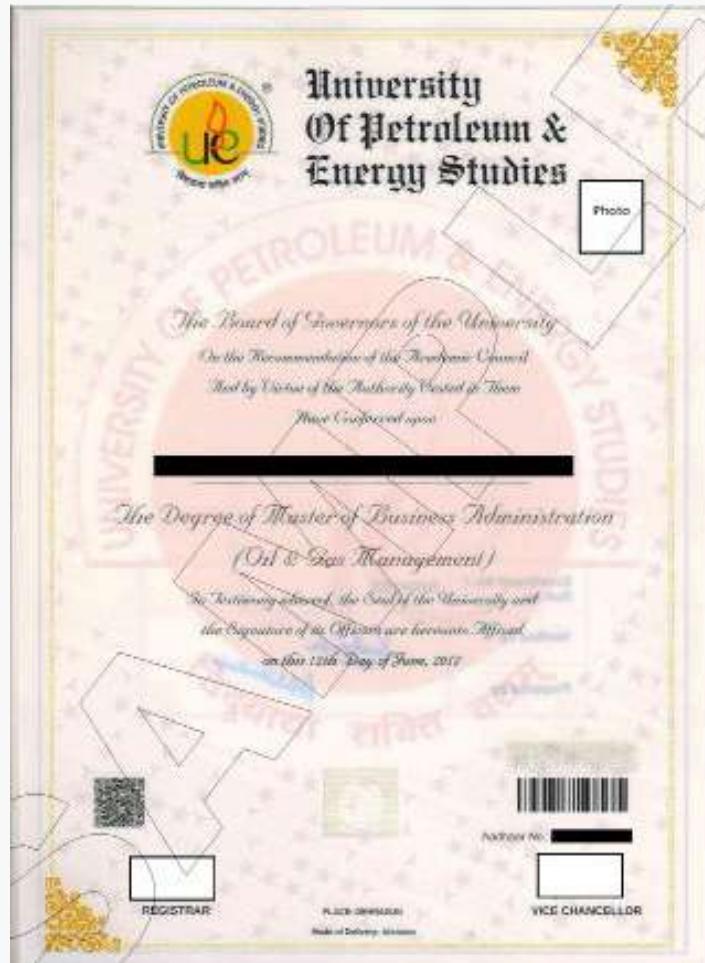


Free Access to Career Essential
Programs in Partnership with
LinkedIn Learning



Robust Learning Management System
with Updated Study Material and
Online Library Access

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



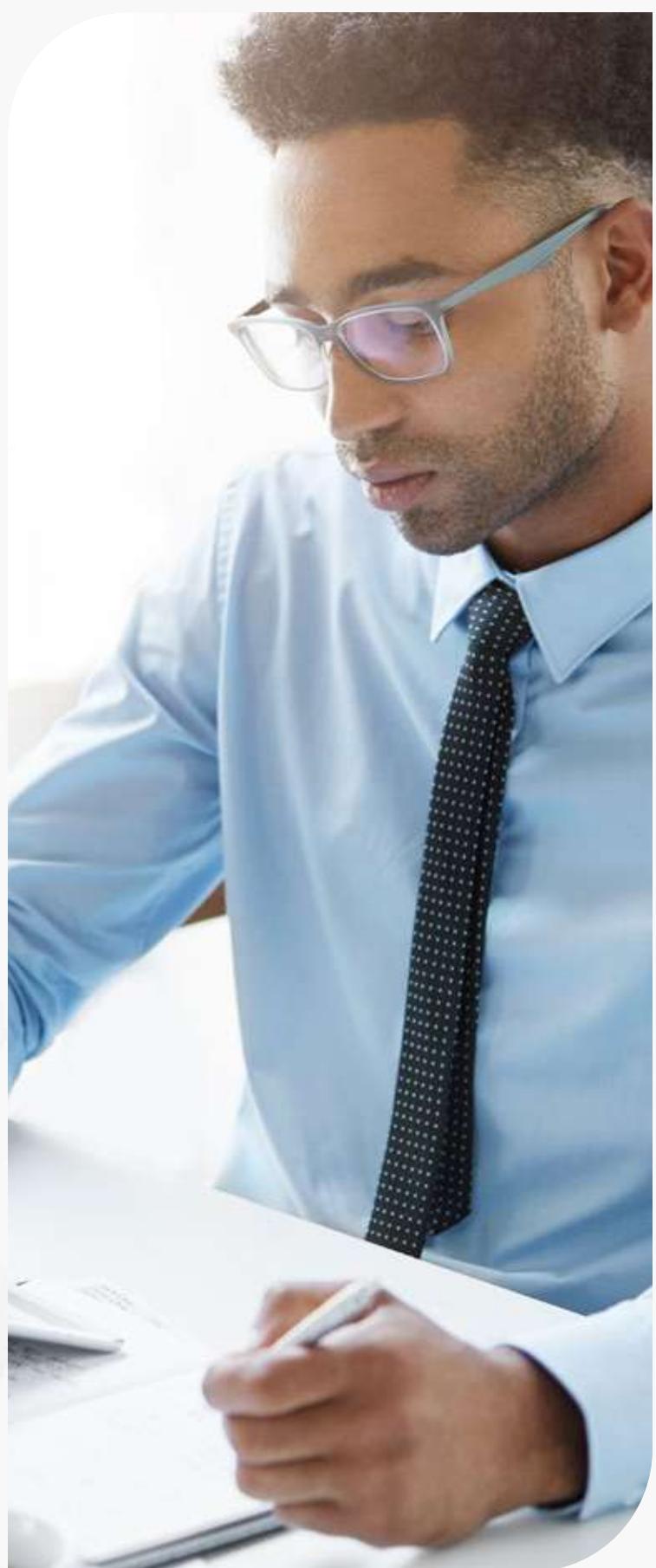
Young Engineers and Project Managers who want to upskill for Marketing roles.



Freshers and early professionals looking forward to pursuing their careers in Marketing.



Senior Managers who want to shift or make a career in Marketing Management across industries.



Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
- 5% relaxation in marks in case of more than 2 years of experience.

Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Apply key marketing theories, frameworks, and tools to solve Marketing problems
- Utilise information from a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment
- Critically evaluate the marketing function and the role it plays in achieving organisational success both in a commercial and non-commercial context.
- Develop the ability to implement Sales Planning, Market research and Brand Building Techniques.

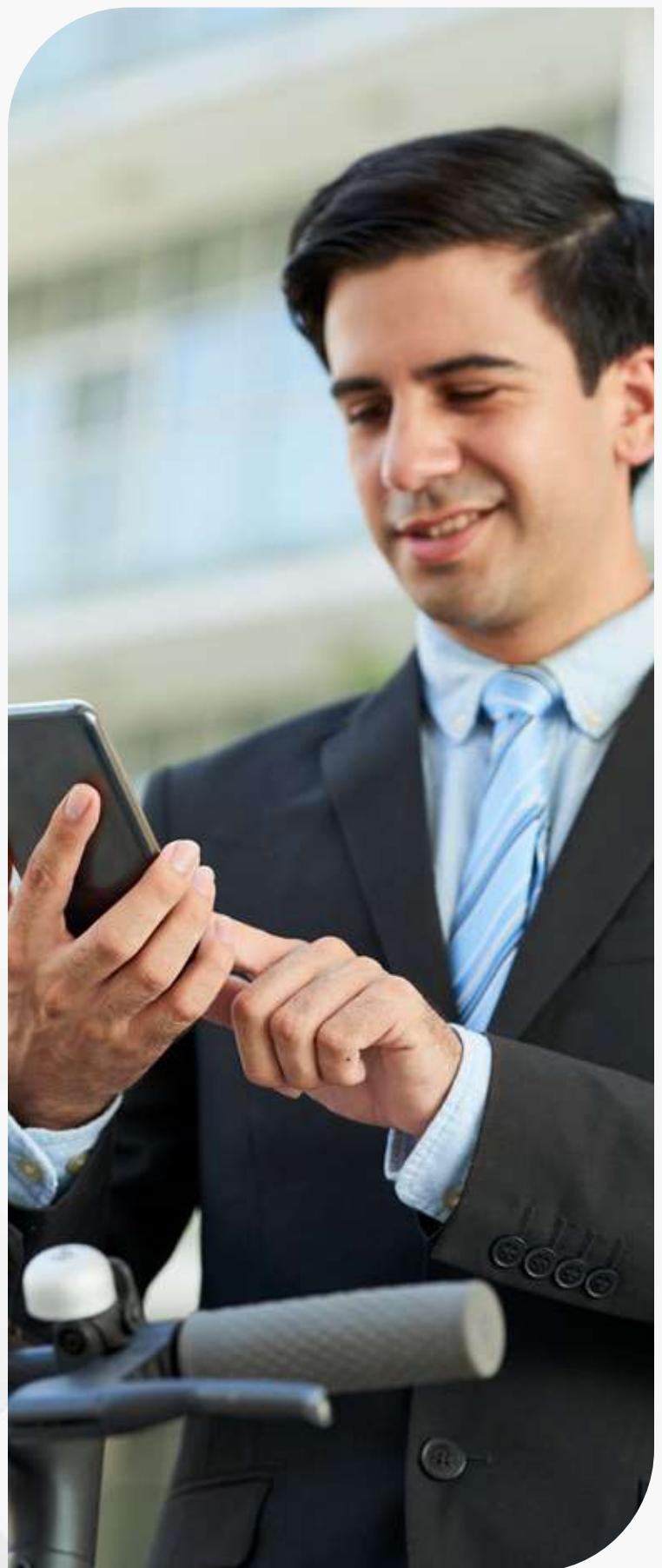


Key Skills You'll Learn

- Communication skills
- Consumer-behavior Psychology
- Data Analysis
- Attention to detail
- Leadership skills
- Problem-solving skills

Career Prospects

- Marketing Manager
- Marketing Research Analyst
- Advertising or Promotions Manager
- Social Media Manager
- Sales Manager
- Public Relations Specialist



Hiring Companies



Hindustan Unilever Limited



ITC Limited

Amul

Parlé Agro



Godrej | CONSUMER PRODUCTS



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

Human Resource Management

**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Consumer Buying Behavior in Digital World

**02**

Online Sales and Channel Management

**03**

Digital Brand Management

**04**

Business Analytics

**05**

Services marketing - Integrating People, Strategy & Tech

Semester 4

**01**

Business Policy & Strategy

**02**

Data Visualization

**03**

Marketing Analytics

**04**

Social and Digital Media Marketing

**05**

Dissertation

Program Fees



Partner with Finance Peer for

- **Low-Cost EMI Options**
- **No Processing Fees**
- **No Hidden Costs Education to Elevate Your Career**

Program fees

For Indian Students: Rs.1,50,000

For Foreign Students: USD 3,300



FAQs

Question- Are the online degree programs offered by UPES University approved by UGC?

Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any placement assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

The majority of our students are already employed. And those who are not get mentored by the academic team through multiple engagement activities. The employability-related queries asked by the students are individually addressed.

Question- Can I go for PhD after doing an online MBA from UPES?

Answer- Yes! You can very well do a PhD after successfully completing your MBA degree. PhD enhances your employability quotient and helps you with progress in your career.

FAQs

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes! You can pursue two programs simultaneously. Dual degrees, if carefully chosen aid in quickly filling your skill and knowledge gaps. Needless to say, the recruiters will find you more attractive because you will be able to match the vacancies they have. Our admission counsellors can help you with your program choices.

Question- Why should I choose your online program?

Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Answer- You can start your application process [here](#) or reach our Toll-Free Number 1800 103 1495 to arrange a call back from your dedicated career advisor.



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Centre for
Continuing
Education

MBA in Oil and Gas Management

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 41 in Management Category by NIRF University Ranking 2022



UGC Entitled Programs



Awarded QS 5 Stars for Academic Development



Participate in Global Discussion Forums and Benefit From Dedicated Student Mentorship



Rated 5 Stars for Employability, Facilities & Program Strength

5000+

Successful Career Transitions

About the Program

The MBA program in Oil and Gas Management combines a thorough training in core business administration skills with an in-depth education in the understanding of strategic business issues across the entire hydrocarbon value chain, from exploration to the retailing of petroleum and petroleum products.

It extensively covers areas like pricing, exploration, and production, import of crude oil and LNG, acquisition of oil equity, refining and export of petro products, regulations, distribution of oil & gas, and petro research. The program is focused on creating strong concepts while inculcating hands-on practical learning experiences.

With Oil & Gas Industry surging ahead in India, domain specialists with management degrees will have a professional edge over others and will be in high demand in the industry.

Key Highlights of the Program



Interactive Live Sessions by
Industry Experts & Global Faculty



Dedicated Academic & Career
Advisor for 1-on-1 mentoring



Supervised Discussion Forums to
Facilitate Group Interaction

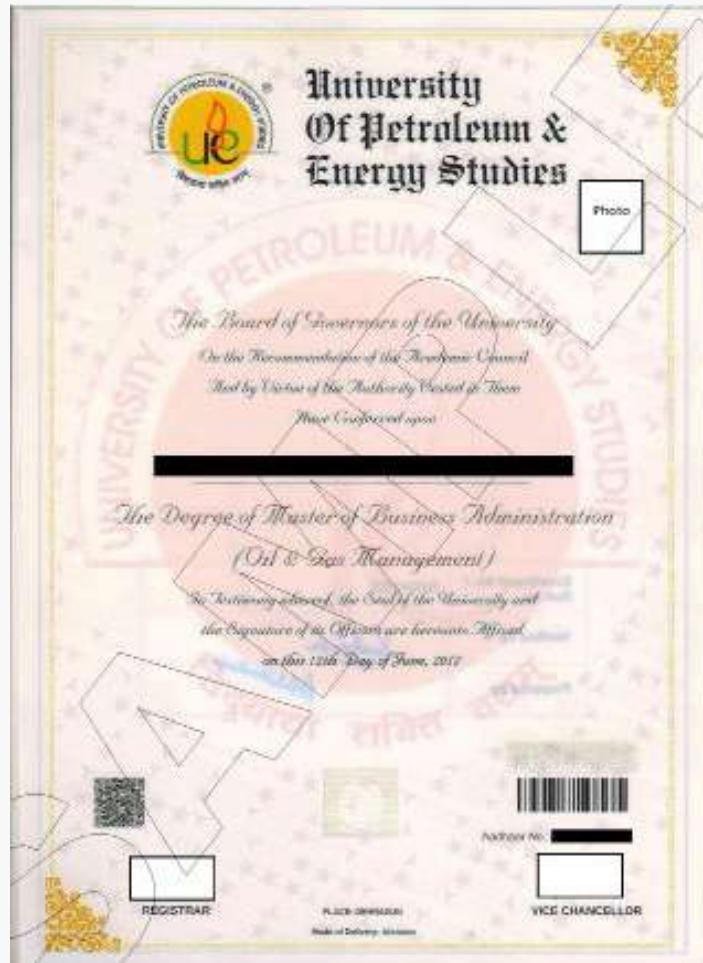


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Engineers, Project Managers, and Technical Experts who want to upscale to managerial roles



Freshers' looking forward to pursuing their career in Oil & Gas Industry.



Working professionals who want to shift or make a career in Oil & Gas Industry.

Eligibility

- Graduation in any discipline with 50% and above marks (or an equivalent CGPA) by any recognized university.
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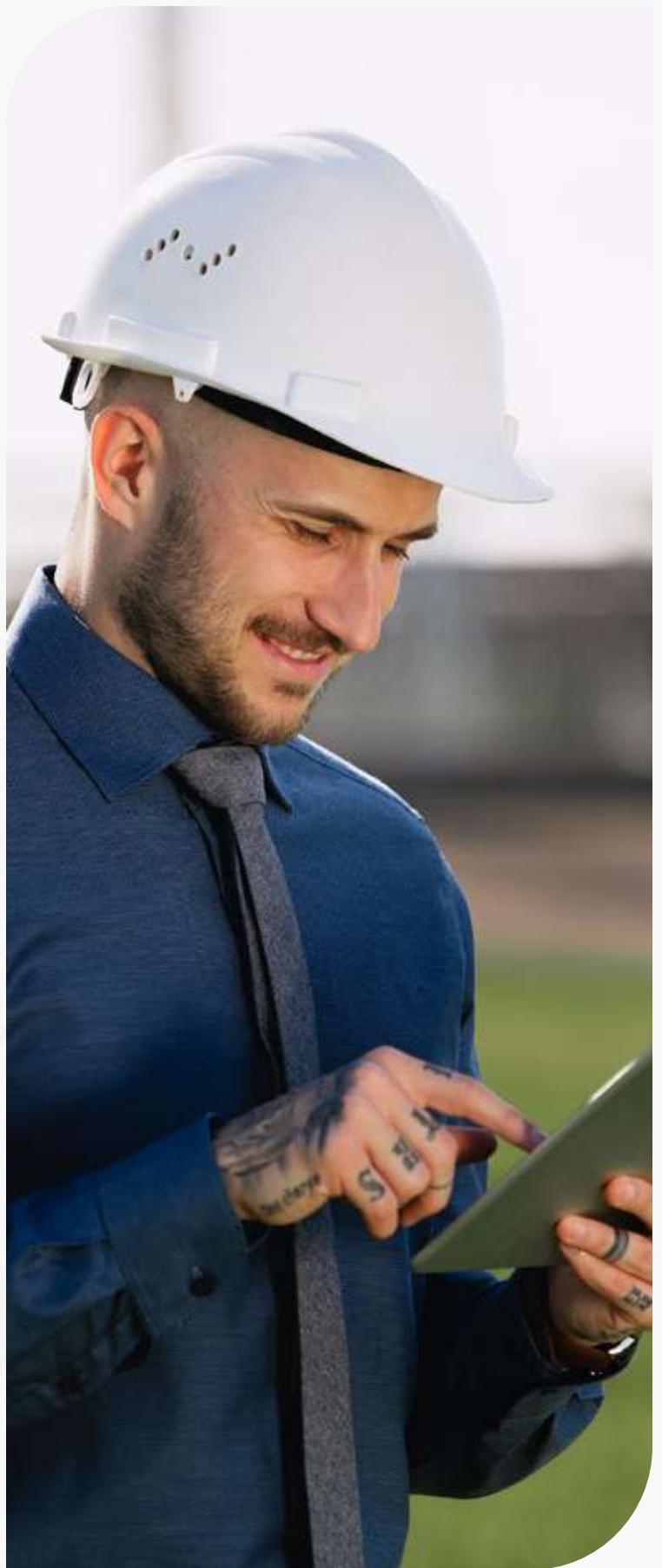
Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.



Learning Outcomes

- Develop cross-functional skills across sales, operations, and project management.
- Exhibit the ability to integrate economics, international markets, and regulatory and functional dimensions necessary for multi-national operations
- Understanding of advanced concepts like pricing, production, acquisition of oil equity and petrol research.
- Ability to develop and conduct appropriate experimentation, analyze, and interpret data.
- Develop the ability to conduct appropriate analysis and interpretation of raw data.

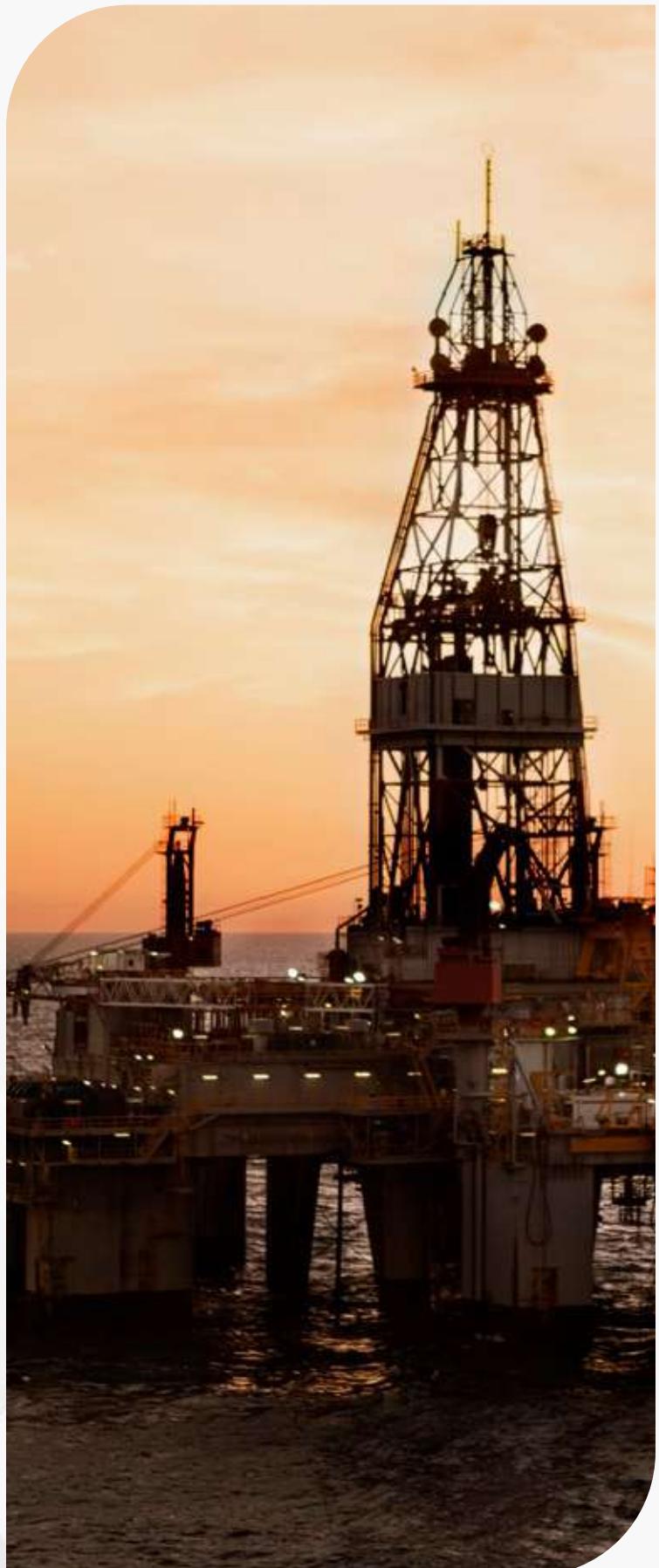


Key Skills You'll Learn

- Creative Thinking and Analytical Skills
- Problem-solving
- Leadership Skill
- Strong Communication Skills
- Project Management Skills
- Multitasking Skill

Career Prospects

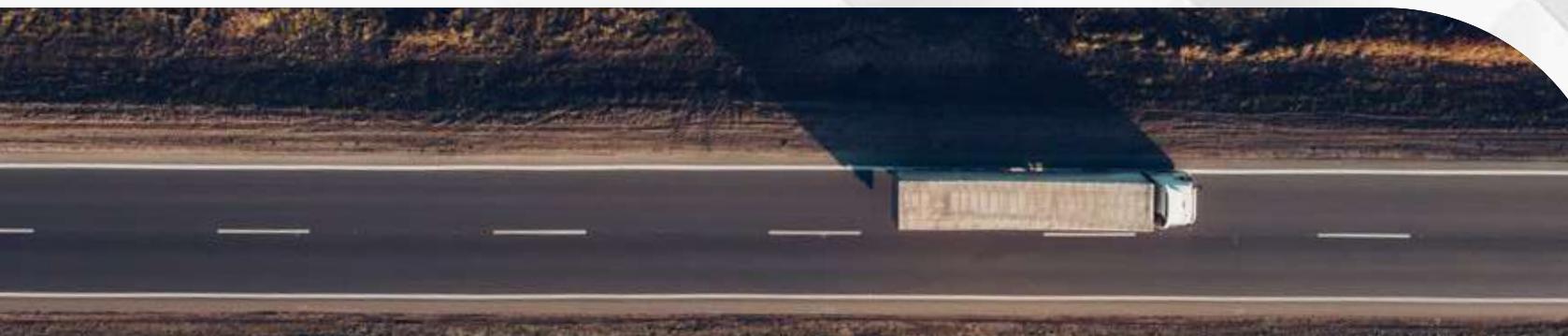
- Refinery Management
- Gas Business & Marketing
- Project & Performance Management
- Strategic Consulting



Hiring Companies



IndianOil



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

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Research Methodology

Semester 3

**01**

Understanding Oil & Gas Business

**02**

Understanding Natural Gas Business

**03**

Understanding Petro Chemical Business

**04**

Fundamentals of Petroleum Refining

**05**

Fundamentals of Petroleum Exploration

Semester 4

**01**

Business Policy & Strategy

**02**

Petroleum Law & Policy

**03**

Petro-retailing Business

**04**

Dissertation

Testimonials

“

It was a delightful and professional experience for me with UPES CCE. The syllabus was industry-relevant and because of that, I learned a lot during my job. Online lectures were very helpful for seamless studies. I am highly obliged to whole team's immense support and cooperation.

HR Godara
Indian Air Force
Delhi, India
20 years

“

Being an Ex Airman from IAF transformed to work in Oil and Gas industry obviously a challenge. Such kind of professional courses from UPES benefited a lot to improve the domain knowledge, confidence and career opportunities not only in India but also across the globe.

Francis Salath Victor
CCED, Oman, Production
Superintendent,
Muscat

Program Fees



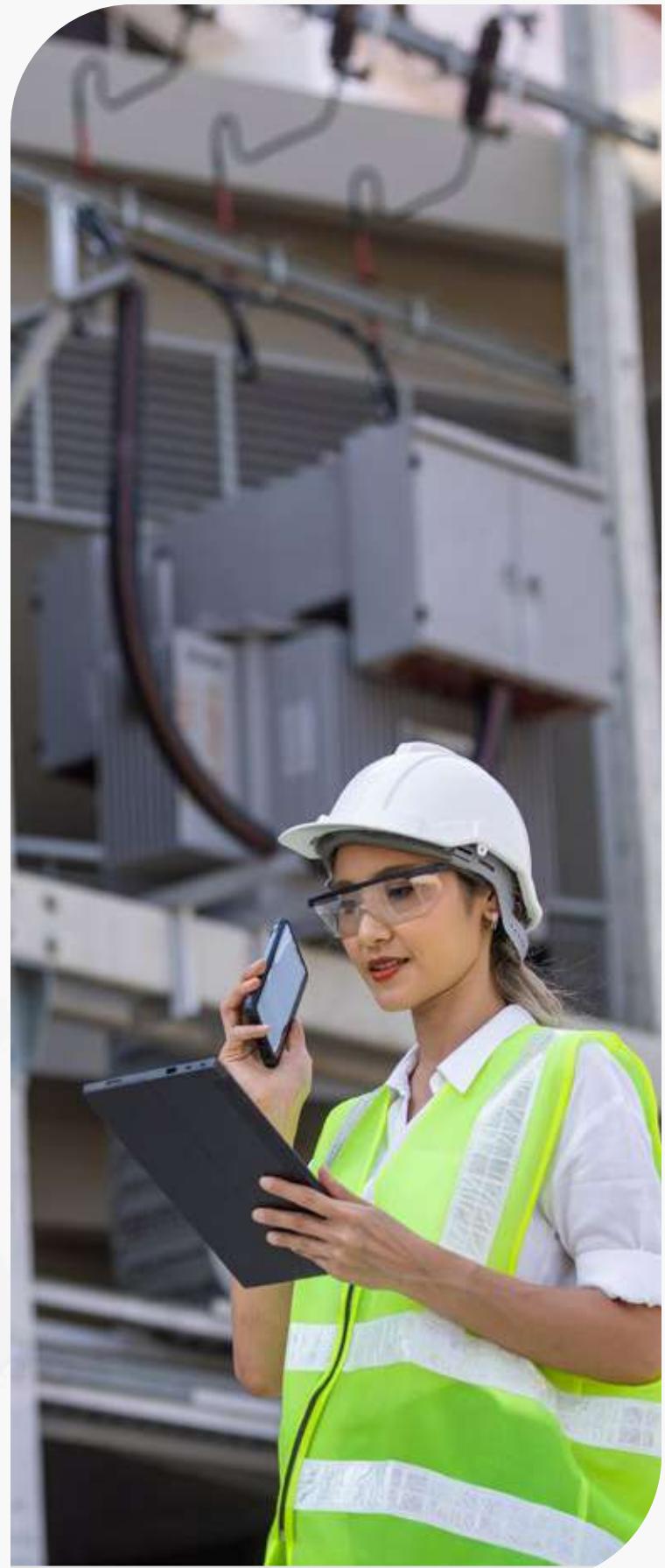
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- **Low-Cost EMI Options**
- **No Processing Fees**
- **No Hidden Costs Education to Elevate Your Career**

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ONLINE MBA

(MASTER OF BUSINESS ADMINISTRATION)

*Rise high to the world of analytical business with "Online UU".
UGC Entitled*

WELCOME TO “ONLINE-UU”

Your age, background or previous experience should not hold you back from achieving your goals in life. We are committed to deliver the best quality online programs ensuring that higher education is accessible to everyone. From day one till you graduate, you will be supported in your journey by our student support team, the dedicated faculty, and the rich interactive features of the learning management system to help you achieve the most out of your program.

ABOUT UTTARANCHAL UNIVERSITY- ONLINE

The Uttarakhand College of Online & Distance Education (U-CODE) ensures continuous education and meets the needs of all classes of learners. The Open and Distance Learning Programs become a necessity for many of the aspirants due to financial problems & family responsibilities at a younger age. This Online Program is developed to meet the aspirations of working professionals to upgrade their qualifications and enhance their chances of promotion and other classes of potential students who may not be able to continue after their graduation due to paucity of time or financial resources. This online learning Program caters to the need of people of all ages.

MASTER OF BUSINESS ADMINISTRATION (MBA)

It is one of the most preferred programs in India and Abroad to get managerial positions in corporate sectors across all domains. Even graduates in other disciplines like engineering, law, agriculture, and sciences opt for MBA after their under graduation. There is always a huge demand for MBA graduates in the field of marketing, supply chain management, operation management, finance, production, HR, strategic planning and so on.

Our online MBA program is designed to match the needs and requirements of industry and commerce and to fulfill the aspirations of future managers. Managers need to be perceptive, thoughtful, and flexible to manage their internal and external environment. They should be proactive, versatile and have the knowledge and skill to explore new markets and opportunities. They need to provide practical and workable solutions to a range of complex problems. The complexity of operations raises the need for generalists as well as specialists, to have knowledge of specific functions like Finance, HR, International Business and Marketing, Retail and Event Management.

Our online MBA caters to the needs and aspirations of students wishing to work in enterprises, financial institutes and international businesses.



PROGRAM CURRICULUM

First Semester	Second Semester	Third Semester	Fourth Semester
Principles and Practices of Management Accounting for Managerial Decisions Economics for Managers Business Environment E- Commerce	Emerging Business Law Business Research Methods Marketing Management Business Analytics Operations Management	Strategic Management Supply Chain Management Financial Statement Analysis Specialization Paper 1 Specialization Paper 2	Entrepreneurship Development Corporate Governance Specialization Paper 1 Specialization Paper 2 Project work

SPECIALIZATIONS

The List of Specializations for Semesters- III and IV

GROUP SPECIALIZATIONS

GROUP A	Marketing Management
GROUP B	Financial Management
GROUP C	Human Resource Management
GROUP D	Business Analytics

Specializations	Paper	Name of the Course
A Marketing Management	1-Semester-III 2-Semester-III 3-Semester-IV 4-Semester-IV	Sales and Distribution Management Integrated Marketing Communication & Brand Management Consumer Buying Behaviour Marketing Research
B Financial Management	1-Semester-III 2-Semester-III 3-Semester-IV 4-Semester-IV	Corporate Financial Management Security Analysis, Portfolio and Risk Management Wealth Management & Investment Environment Risk Management
C Human Resource Management	1-Semester-III 2-Semester-III 3-Semester-IV 4-Semester-IV	Training & Development Practices Performance & Compensation Management Industrial Relations & Labour Laws HRM Planning, Bargaining and Negotiation Process
D Business Analytics	1-Semester-III 2-Semester-III 3-Semester-IV 4-Semester-IV	Big Data Analytics in Business R Programming for Business Marketing & Social Media Analytics Python Programming & Data Visualization

APPROVALS, ACCREDITATION, MEMBERSHIPS & RANKINGS



Why Choose ONLINE-UU?

- Research-intensive online curriculum by expert members of faculty and industry leaders.
- Well-versed members of faculty with international exposure.
- User-friendly LMS with rich interactive features.
- Learner centric and flexible program structure.
- Live & interactive lectures by expert members of faculty.
- Well-designed, e-Self Learning Materials (e-SLMs).
- Mentorship for personalized learning.
- Globally accepted course curriculum.
- Affordable education.
- Rewarding career with a recognised degree.

How to apply for Admission?

- Step 1** Visit www.onlineuu.in & click on “Apply Now”.
- Step 2** At homepage under “Apply Now”, fill up the required details (Full Name, Email ID, Mobile No., Nationality, State and Program etc.) and click on “Submit”. After completion of the above process, the candidate needs to login to fill up the application using the User ID and Password sent through SMS and Email.
- Step 3** Click on the “Application Form”, fill up your details and pay the Program Fee. The candidate needs to fill up Personal, Contact and Qualification details. After that, the candidate needs to pay the Program Fee online. After successful payment, the Document Upload option will be activated.
- Step 4** Click on “Document Upload”. Upload all necessary documents, recent passport size photograph, and click on the “Submit Button”. All the documents should be clearly visible to process the Application form further. The candidate will receive the confirmation for successful submission of the application on registered contact number and email address.

Eligibility, Fee Structure & Duration

- An Applicant holding a Bachelor's degree in any stream from a recognized university is eligible to enroll in the online MBA program
- For fee details, refer to www.onlineuu.in
- Minimum 2 years



For Admission Enquiry

Toll Free: 18002124454

Website: www.onlineuu.in

Email: admissions@onlineuu.in

Contact:
Premnagar,
Dehradun-248007,
Uttarakhand, India



Accelerate your career growth with an online MBA

100% Online

Master of Business Administration (MBA)

The online MBA programme at MUJ empowers you to take on leadership roles in an increasingly complex and dynamic world. This programme equips you with cutting-edge skills and advanced business fundamentals that will propel you in your career as a future leader. The programme also provides an opportunity to choose from their eight strategic electives to specialise in an area of your choice.



MANIPAL
UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

Eligibility

- ▶ Candidates must have a 10 + 2 + 3-year bachelor's degree from a recognised university/institution or an equivalent qualification recognised by the Association of Indian Universities or other competent bodies in any discipline with a minimum of 50% marks in aggregate (45% for reserved categories).
- ▶ Candidates must have a valid score from any aptitude test (CAT/MAT/CMAT/XAT/GMAT).
- ▶ Candidates without an aptitude test score need to appear and clear the online aptitude test conducted by Manipal University Jaipur as per admission norms to the MBA programme.

Fee structure

- ▶ Course Fees: INR 1,66,000/- or INR 41,500/- per semester, which includes an examination fee of INR 5,000/-

Duration

- ▶ Minimum 2 years (divided into 4 semesters), maximum 4 years
- ▶ Students will be required to put in 18-21 hours of study time per week

Admission process



Application to online degrees at MUJ can be initiated through our website www.onlinemanipal.com.



Our counsellors will guide candidates through the admission process, which is as per regulatory requirements.



Applicants must submit a completed application form with relevant documents within the due date.



Please visit the FAQ section on our website to know more about the admission process.

Master of Business Administration (MBA)

Become an effective and empowered future leader with the best online MBA programme. Specialise in: Marketing, Finance, HR, Analytics and Data Science, Retail Management, Banking Financial Services and Insurance (BFSI), IT and FinTech, Operations Management, International Business, Information System Management, Project Management, Supply Chain Management, or Total Quality Management.

Programme structure

All students follow the same curriculum in the first and second semesters. While some core subjects are standard in the third and fourth semesters, courses will vary depending on their respective electives or specialisations.

First Semester	Second Semester	Third Semester	Fourth Semester
Management Process and Organisational Behaviour	Production and Operations Management	Research Methodology	Strategic Management & Business Policy
Business Communication	Financial Management	Legal Aspects of Business	International Business Management
Statistics for Management	Marketing Management	4 Subjects in the Area of Specialisation (4 credits each)	Business Leadership
Financial and Management Accounting	Management Information System	4 Subjects in the Area of Specialisation (4 credits each)	
Managerial Economics	Operations Research		Project
Human Resource Management	Project Management		

Electives

Applicants can choose a specialisation from one of the thirteen electives in their 3rd and 4th semesters.

Elective	Third Semester	Fourth Semester
Finance	Security Analysis & Portfolio Management, Mergers & Acquisitions, Taxation Management, Internal Audit & Control	International Financial Management, Treasury Management, Merchant Banking & Financial Services, Insurance & Risk Management
Marketing	Sales Distribution & Supply Chain Management, Consumer Behaviour, Retail Marketing, Marketing Research	Services Marketing & Customer Relationship Management, Advertising Management & Sales Promotion, e-Marketing, International Marketing
Human Resource Management	Manpower Planning & Sourcing, Management & Organisational Development, Employee Relations Management, HR Audit	Compensation & Benefits, Performance Management & Appraisal, Talent Management & Employee Retention, Change Management
Analytics and Data Science	Programming in Data Science, Exploratory Data Analysis, Introduction to Machine Learning, Visualization	Advanced Machine Learning, Unstructured Data Analysis, Business Analytics, Data Scrapping
Retail Management	Enterprise Resource Planning (ERP), Retail Customer Relationship Management, Operations Management, IT in Retail	International Retailing, Entrepreneurship in Retail Business, Rural Retailing, Retail Marketing Environment
Banking, Financial Services & Insurance	Bank Management & Financial Risk Management, Financial Statement Analysis & Business Valuation, Principles & Practices Of Insurance, Financial Services	ALM & Treasury Management, Basel Regulations & Risk Management In Banking, Life Insurance Management, General Insurance Management
IT and FinTech	Database Management Systems, Software Engineering, Technology Management, Business Intelligence and Tools	eCommerce, FinTech Payments and Regulations, Cryptocurrency and Blockchain, Enterprise Resource Planning
Operations Management	Advanced Production and Operations Management, Enterprise Resource Planning, Logistics and Supply chain Management, Applications of Operations Research	Services Operations Management, Total Quality Management, Production, Planning, and Control, Advanced Project Management

Electives

Elective	Third Semester	Fourth Semester
International Business	International Financial Management, International Marketing, Management of Multinational Corporations, Export-Import Management	Foreign Trade of India, Global Logistics and Distribution Management, International Business Environment and International Law, Export-Import Finance
Information System Management	Software Engineering, Database Management Systems, Computer Networks, Business Intelligence and Tools	Enterprise Resource Planning (ERP), E-Commerce, Technology Management, Java and Web Design
Project Management	Introduction to Project Management, Project Planning and Scheduling, Project Finance and Budgeting, Managing Human Resources in Projects	Quantitative Methods in Project Management, Project Risk Management, Project Quality Management, Contracts Management in Projects
Supply Chain Management	Supply Chain Management, Outsourcing, Food Supply Chain Management, Inventory Management	Global Logistics and Supply Chain Management, Category Management in Purchasing, Purchasing and Contracting for Projects, Supply Chain Cost Management
Total Quality Management	Foundation of Quality Management, Quality in Service Industries, Statistical Process Control, TQM tools and techniques	Understanding ISO 9001, Managing Quality in the Organisation, Quality Standards and Models, Quality Concepts Tasks and Development

Note: To complete the program, every student shall undertake project work, either at their place of work or elsewhere in the chosen area of elective. The project work will commence from the third semester and be completed by the fourth semester.

MUJ reserves the right to change the program design, format, number of sessions, certificate format, and terms in the program or can incorporate any such change deemed necessary by the institute without prior intimation.

The Manipal University Jaipur online advantage

Manipal University Jaipur (MUJ) was established in 2011, as a self-financed State University, at the invitation of the Government of Rajasthan. Today MUJ, a new generation university, caters to new-gen learning. MUJ is committed to nurturing talent and strengthening academics by adopting contemporary and innovative practices that reimagine academic excellence.



70+ years of academic excellence



Scholarships for deserving candidates



First smart-campus in India



Career assistance



Accredited as A+ grade by NAAC



Industry expert faculty and mentors



UGC-entitled



Global networking opportunities



Affordable education



Courses designed to make students future-ready

Master of Business Administration

(Finance and Marketing)

1st Semester

Course Code	Course Subject
MGL-6101	Management Functions and Behaviour
MGL-6102	Marketing Management
MGL-6103	Managerial Economics
MGL-6104	Accounting for Managers
MGL-6105	Quantitative Analysis for Managerial Applications
MGL-6106	Information Technology for Managers
MGL-6107	Business Communication

1st Semester

Course Code	Course Subject
ECO-0001	Renewal Sources of Energy
MGL-6201	Entrepreneurship and SMEs Management
MGL-6202	Business Environment
MGL-6203	Research Methodology
MGL-6204	Financial Management
MGL-6205	Legal Regulatory Framework
MGL-6206	Human Resource Management

1st Semester

Course Code	Course Subject
MGL-7101	Strategic Management
MGT-7101	Summer Internship Project
MGL-7102	Global Business Management
MGL-7111	Financial Institutions and Markets
MGL-7112	International Financial Management
MGL-7121	Retail Management
MGL-7122	Consumer Behaviour

1st Semester

Course Code	Course Subject
MGL-7201	Business Ethics and Corporate Governance
MGL-7202	Operations and Project Management
MGL-7211	Derivatives and Risk Management
MGL-7212	Portfolio Management
MGL-7221	Rural Marketing
MGL-7222	Advertising Management
MDG-7201	Dissertation

Master of Business Administration

(Finance and Marketing)

1st Semester

Course Code: MGL-6101

L T P C

Course: Management Functions and Behavior

4 0 0 4

Course Objective: This course is to acquaint the students with the basic nature of management, its process, tasks and responsibilities of a professional manager as well as organizational behavioral dynamics governing an organization.

Course Outcome: At the end of the course (MGL-6101), student would be able to:

Course Outcomes	Cognitive Level
CO1: Illustrate basics of management theory and its practices.	Understand
CO2: Identify functions of management.	Apply
CO3: Identify individual, group and organizational components of organizational behaviour.	Remember
CO4: Demonstrate skills related to work motivation and leadership.	Apply
CO5: Explain importance of group management in changing work environment.	Understand

Contents:

UNIT I: Introduction to Management

Concept, nature, function, Significance, levels of Management; Manager versus Entrepreneur; Roles & Qualities of a Manager, Types of organization structure and their relationships.

UNIT II: Evolution of Management Thought

Introduction, classical organization theory, new classical theory, Modern organization Theory, Contribution of Peter F. Drucker to Modern Management- MBO.

UNIT III: Introduction to organizational behavior

Introduction to Organizational Behavior, Perception, Personality, Job Satisfaction, Learning

UNIT IV: Motivation, Employee Morale, Stress Management, Leadership

Theories and process of Motivation, Employee morale Stress Management, Leadership – Styles, Models and Theories

UNIT V: Understanding and managing group processes

Group Dynamics, Interpersonal Relationship, Organizational Power and Politics, Organizational Decision-Making and strategy-Formulation, Organizational Culture, Organizational Change and Development,

Books recommended/Suggested Reading:

1. Peter F Drucker, Management: Task, Responsibilities, Practices (2007), Allied Publishers Pvt. Ltd, (New Delhi)
2. Heinz Wehrich & H. Koontz, Essentials of Management (2007) Tata Mcgraw Hill
3. James A. F. Stoner, R.E.Freeman & Daniel R. Gilbert, Jr, Management (2008) Prentice Hall of India Pvt Ltd.
4. Dr P.G Aquinas, Principles of Management, Foundations & Realities (2005) Anmol Publications pvt Ltd. (New Delhi)

Course Code: MGL-6102

L T P C

Course: Marketing Management

4 0 0 4

Course Objective:

The objective of this course is to train participants to apply concepts and techniques in marketing so that they become acquainted with the duties of a marketing manager. More specifically, they will be exposed to the development, evaluation, and implementation of marketing management in a variety of business environments.

Course Outcome: At the end of the course (MGL-6102), student would be able to:

Course Outcomes	Cognitive Level
CO1: Illustrate various concepts related to marketing.	Understand
CO2: Identify concepts related to Marketing Mix.	Apply
CO3: Demonstrate process involved with product planning and price determination.	Apply
CO4: Analyze process involved with promotion and distribution strategy.	Analyze
CO5: Explain contemporary issues in marketing.	Understand

Contents:

UNIT -I: Introduction

Nature & Scope of Marketing, evolution of Marketing, Marketing Environment. Segmentation, Targeting and Positioning & Differentiation Strategies, Marketing Organizations, Marketing Research

UNIT -II: Product Management

Product, product levels, classifying products, New Product Development, Product Differentiation, Product Life Cycle, Branding, types of branding, Packaging & labeling

UNIT -III: Pricing and Distribution

Concept of Pricing, Relationship between pricing and product cost, pricing objectives Pricing Policies and Methods, Distribution Channel Management, Intermediaries, channel structure, managing relationships in the channel.

UNIT -IV: Promotion Mix decision

Marketing Communication, Advertising; Sales Promotion, Publicity & Personal Selling, Public Relations and Direct Marketing

UNIT -V: Emerging Trends in Marketing

Marketing Ethics, (e-)marketing; (e-)services; (e-)Customer Relationship Management; viral marketing, ambush marketing, green marketing,

Books Recommended/Suggested Reading:

1. Baines, Fill Page and Sinha; Marketing 2013
2. Marketing Management – Philip Kotler (Pearson)
3. Fundamentals of Marketing – Stanton
4. Marketing Management – V S Ramaswamy and S Namakumari (Macmillan)
5. Principles of Marketing – Philip Kotler and Gary Armstrong (Pearson)
6. Marketing Management- ICFAI Publications

Course Code: MGL-6103

L T P C

Course: Managerial Economics

4 0 0 4

Course Objectives: The objective of this course is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a dynamic economic environment.

Course Outcome: At the end of the course (MGL-6103), student would be able to:

Course Outcomes	Cognitive Level
CO1: Explain various theories and laws of Managerial Economics.	Understand
CO2: Make use of concepts related to demand, supply & revenue analysis.	Apply
CO3: Identify pricing decisions for various markets.	Apply
CO4: Develop understanding of market structures and plan business accordingly.	Apply
CO5: Demonstrate understanding of macroeconomic indicators and their impact on business.	Understand

Contents:

UNIT- I: Introduction to Managerial Economics

Basic concepts and principles of Economics, Introduction to Managerial Economics: Nature, Scope, importance and Significance in decision making, Managerial Economist-Role, responsibilities and functions

UNIT -II: Demand, Supply and Revenue Analysis

Demand & supply analysis, Consumer Preferences and choices. Demand Elasticity; types & its relevance, demand forecasting, revenue analysis

UNIT- III: Production & Cost Analysis

Cost: Concepts, measurement & analysis, production Function & its managerial applications, cost curves: traditional & modern approach, Production Function; Laws of returns

UNIT- IV: Pricing Decisions & Profit Planning

Market Structures, pricing under different market structures, perfect, imperfect and monopoly, Break Even Analysis; Profit Planning; oligopoly (Cournot's model, kinked demand curve model, prisoner's dilemma)

UNIT -V: Macro Economics

Concepts of national Income and methods of its measurement, Inflation: Theories, Introduction to business cycles

Books Recommended/Suggested Readings:

1. Geetika, Piyali Ghosh, Purba Roy Choudhury (Mc Graw Hill)
2. Mehta PL- Managerial Economics (Sultan Chand)
3. Dwivedi- Managerial Economics (Vikas)
4. Gupta- Managerial Economics (Tata McGraw-Hill)
5. Koutsyannis A- Modern Micro Economics (Macmillan)
6. Maheswari and Gupta- Managerial Economics (Sultan Chand)
7. Hirschey- Economics for Managers (Pearson)

Course Code: MGL-6104

L T P C

Course: Accounting for Managers

4 0 0 4

Course Objective: To encourage the acquisition of knowledge and skills relating to application of accounting concepts and techniques for business decisions, short-term and

long-term/strategic decision-making models, cost management ideas along with budgeting and associated performance measurement practices.

Course Outcome: At the end of the course (MGL-6104), student would be able to:

Course Outcomes	Cognitive Level
CO1: Demonstrate various concepts related to Indian and International accounting.	Understand
CO2: Apply costing techniques for computing cost of products or services.	Apply
CO3: Demonstrate various costing methods used in manufacturing and non-manufacturing concerns.	Understand
CO4: Analyze decisions related to make or buy for a particular input.	Analyze
CO5: Develop understanding of budgetary and financial statements.	Apply

Contents:

UNIT I: Accounting Framework I (Introduction to Accounting)

Introduction, Nature, scope and importance of Accounting, Book Keeping, Accounting Process, Users of an Accounting information and their needs, Accounting Equation, Role and Responsibilities of an Accountant; GAAP and Accounting Standards-Indian and international.

UNIT II: Accounting Framework II (Accounting Books and Final Accounts)

Preparation of Journal, Ledger, Trial balance, Cash book & other subsidiary books, Preparation of Trading, Profit & Loss A/c and balance Sheet (with adjustments), Depreciation Accounting and Preparation of BRS.

UNIT III: Cost Accounting

Meaning, importance of Cost Accounting, Elements and classification of costs and Preparation cost sheet, inventory valuation.

UNIT IV: Management Accounting

Meaning, importance of Management Accounting, Budgeting & Budgetary Control; Preparation of Fixed & Flexible budget, Zero Based Budgeting.

UNIT V: Financial Statements Analysis

Meaning, importance of financial Statement, Ratio Analysis, Preparation and Analysis of Fund Flow and Cash Flow Statements according to AS-3.

Books Recommended/Suggested Reading:

1. Gupta, Shashi K. and Sharma R.K. (2008)- Accounting for Managerial Decisions, Kalyani Publications (Ludhiana)

2. Tulsian, P.C. (2009)- Financial Accounting, Tata McGraw Hill Publication, New Delhi
 3. Shukla, S.M. (2009)- Advanced Accounting, Sahitya Bhawan Publication, Agra
 4. Ramachandran, N. and Kakani, R.K. (2008)- Financial Accounting for Management, Tata McGraw Hill Publication, New Delhi
 5. Gupta, R.L (2008)- Advanced Financial Accounting, S. Chand & Co, New Delhi
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Course Code: MGL-6105

L	T	P	C
4	0	0	4

Course: Quantitative Analysis for Managerial Applications

Course Objective:

The objective of this course is to familiarize students with the applications of Quantitative and statistical techniques in business decision-making.

Course Outcome: At the end of the course (MGL-6105), student would be able to:

Course Outcomes	Cognitive Level
CO1: Demonstrate an understanding of decision-making process under uncertainty using statistical tools.	Understand
CO2: Explain correlation and regression analysis and their importance in decision making.	Understand
CO3: Applying the concept of time series in business decision making.	Apply
CO4: Demonstrate an understanding of probability and probability distributions.	Understand
CO5: Explain application of Liner programming in business decision making.	Understand

Contents:

UNIT I: Introduction

Meaning and definitions of Statistical Data; Applications of Statistics in Managerial decision-making; Frequency Distributions; Measures of Central Tendency: Mean, Median, Mode and their implications; Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation

UNIT II: Correlation and Regression

Meaning and uses; various methods of calculation of Coefficients and their analysis: Two Variable and Multi Variable Cases

UNIT III: Analysis of Time Series

Concept; Additive model, Multiplication model, Seasonal variation, Cyclical Variation; Various methods of Time Series Analysis and their applications in business

UNIT IV: Probability

Concept, its uses in business decision-making, addition and multiplication theorem of probability; Binomial theorem and its applications

Probability Distribution: Concept, applications of Binomial, Poisson and Normal Distributions

UNIT V: Liner programming. Transportation problem and assignment problem

Introduction of LP Formulation of LP Problems, Graphical method, Simplex method; Transportation problem: - introduction, optimal solution; Assignment problem.

Books Recommended/Suggested Reading:

1. Beri- Statistics for Management, Tata McGraw-Hill
2. Chandran J S- Statistics for Business and Economics, Vikas Publishing House
3. Render and Stair Jr- Quantitative Analysis for Management, Prentice-Hall
4. Sharma J K – Business Statistics, Pearson Education
5. Gupta C B – An Introduction to Statistical Methods, Vikas Publishing House

Course Code: MGL-6106

L T P C

Course: Information Technology for Managers

4 0 0 4

Course Objective: The objective of this course is to develop micro-level individual competency amongst the participants with regard to contemporary Information Technology Tools and to develop an understanding of the data processing systems existing in organizations.

Course Outcome: At the end of the course (MGL-6106), student would be able to:

Course Outcomes	Cognitive Level
CO1: Explain concepts of information technology useful for Managers.	Understand
CO2: Identify concepts related to application and system software.	Apply
CO3: Demonstrate concepts related to computer networking.	Understand
CO4: Identify various structures of Management Information System.	Apply
CO5: Make use of understanding of application of information technology for business.	Apply

Contents:

UNIT I: Introduction

Introduction to Information Technology, Impact of IT on the organization, Computer: Evaluation, Types, Characteristics, Pros & Cons, And Central Processing Unit: CU, ALU,

Registers, Buses, Clock, And Storage Devices: Primary: RAM, ROM, CACHE, and Secondary: HDD, Magnetic Tape, Disks; Input–Output devices.

UNIT II: Software

System and Application Software, Operating Systems: Definitions, Functions, Types.

Database Management System: Overview, components, Types

UNIT III: Computer Network

Modes of Transmission, Topologies; Types of Networks, Components,

Internet: Browser & World Wide Web, HTTP, FTP; Real world applications of internet.

UNIT IV: Information System

An introduction to Information Systems (IS), Management Information Systems, Information Systems in Organizations, Strategic advantage with MIS, Systems approach to problem solving

System Development Approaches, System Analysis and Design, Implementation, Maintenance, evaluation and Security of IS.

UNIT V: Electronic Business and Commerce

Models, Types, e-Business Applications: e-Marketing, e-CRM, e-SCM, e-Procurement, EDI, EPS, EFTs; **Applications of IT:** IT applied to various functional areas of management such as production/operations, Marketing, Human Resource, and Finance, **Security, Privacy & Ethical Issues in IT**

Books Recommended/Suggested Reading:

1. Introduction to Information Technology (Pearson Education)
2. Norton Peter- Introduction to Computers (TMH)
3. Lucas Jr H C- Information technology for management (Tata McGraw- Hill).
4. Kalakota and Whinston- Frontiers of electronic commerce (Pearson Education)
5. Bajaj, Kamlesh K and Nag, Debjani- E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd.

Course Code: MGL-6107

Course: Business Communication

Course Objectives: The objectives of this course are:

L	T	P	C
4	0	0	4

To provide an overview of Prerequisites to Business Communication, use the basic mechanics of Grammar, effective Organizational Communication and impart the correct practices of the strategies of Effective Business writing.

Course Outcome: At the end of the course (MGL-6107), student would be able to:

Course Outcomes	Cognitive Level
CO1: Explain basic forms of communication & various communication models.	Understand
CO2: Demonstrate verbal and non-verbal communication ability through presentations.	Understand
CO3: Identify various forms of modern communication in business communications.	Apply
CO4: Make use of appropriate methods of report writing.	Apply
CO5: Demonstrate understanding of various tools of organizational communication.	Understand

Contents:

UNIT I: Introducing Business Communication

Basic forms of communication; Communication models and processes; Audience analysis
Principles of effective communication

Self-Development and Communication Development of positive personal attitude; corporate communication, formal and informal communication networks, Grapevine, miscommunication (barriers).

UNIT II: Effective listening

Principles of effective listening; Factors affecting listening exercise; oral, written and video sessions. Modern forms of communicating: Fax: E-Mail; Video conferencing etc. nonverbal aspects of communication, Kinesics, Proxemics, Para language, sign language.

UNIT III: Writing skills

Planning business message; rewriting and editing; The first draft; Reconstructing the final draft; Business letters; Appearance of request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum, notice and circular. Writing resume and letter of application;

UNIT IV: Report writing

Introduction to a proposal, short report and formal report, report preparation, sales presentation, training presentation, conducting surveys, speeches to motivate.

UNIT V: Practices in business communication

Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations, Oral presentation: Principles of oral presentation, Factors affecting presentation, interviewing skills: Appearing in interviews; conducting interviews

Books Recommended/Suggested Reading:

1. Bovee and Thill- Business communication today; Tata McGraw Hill
2. Ronald E. Dulek and John S. Fielder- Principles of business communication; McMillan
3. Randall E. Magors- Business communication :Harper and Row
4. Balasubramanyam- Business communications; Vikas Publishing House

2nd Semester

Course Code: Eco-0001

Course: Renewal Sources of Energy

Course Code: MGL-6201

L	T	P	C
4	0	0	4

Course: Entrepreneurship and SMEs Management

Course objectives: The main objectives of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small and large firms, and the economic environment.

Course Outcome: At the end of the course (MGL-6201), student would be able to:

Course Outcomes	Cognitive Level
CO1: Illustrate fundamentals of entrepreneurship and entrepreneurial process.	Understand
CO2: Explain various theories of entrepreneurship.	Understand
CO3: Make use of business plan.	Apply
CO4: Utilize MSME registration process and MSME promotional policies.	Apply
CO5: Infer various concepts related to International Business.	Understand

Contents:

UNIT -I: Entrepreneurship: A Conceptual Framework

Introduction: Concept of Entrepreneurship; Role of entrepreneurship in economic Development; Factors impacting emergence of entrepreneurship; Managerial vs. entrepreneurial approach; Intrapreneurship, Types of Entrepreneurs. Characteristic of successful entrepreneurs; Entrepreneurship process; Women Entrepreneurs; Social entrepreneurship; Entrepreneurial challenges.

UNIT- II: Entrepreneurial Growth:

Role of Entrepreneurship in Economic Development, Entrepreneurial Theories; Factors affecting entrepreneurial growth; Entrepreneurial Challenges; New Product Development and Growth Strategies for Entrepreneurial ventures.

UNIT- III: New Ventures Planning

Ownership Structures; Acquisition; Franchising, Marketing plan, Marketing research, Marketing Mix; Business Plan-benefits of drivers, perspectives in business plan preparation, elements of a business plan.

UNIT- IV: MSME Registration and Promotion

MSME registration, MUDRA Loan, Start-up India, Make in India, Institutional Finance to Entrepreneurs, MSME and Economic Development, Institutional Support for Small Enterprises.

UNIT -V: International Entrepreneurship:

Export Business Registration, Intellectual Property Protection- Patents, Trademarks and Copyrights – importance for startups, Legal acts governing business in India; International entrepreneurship- opportunities and challenges, Export Documentation in India.

Books Recommended/Suggested Reading:

1. Drucker, Peter. Innovation and Entrepreneurship. East-West Press (P) Ltd
2. Holt, David H. Entrepreneurship-New Venture Creation. Prentice Hall
3. Hisrich, Robert D and Peters, Michael P. Entrepreneurship: Starting, Developing and Managing a New Enterprise, Prentice Hall
4. Desai, Vasant: Small Scale Industries and Entrepreneurship. Himalaya
5. Gupta, C.B. and Srinivasan. Entrepreneurial Development in India. Sultan Chand
6. Pareek, Udai and Venkateswara Rao, T. Developing Entrepreneurship- A Handbook on Learning Systems.

Course Code: MGL-6202

L	T	P	C
4	0	0	4

Course: Business Environment

Course Objective:

To analyze the overall business environment and evaluate its various components in business

Decision making.

Course Outcome: At the end of the course (MGL-6202), student would be able to;

Course Outcomes	Cognitive Level
CO1: Explain various environmental factors that affect business.	Understand
CO2: Examine impact of various governmental policies on Business.	Analyze
CO3: Inspect impact of socio-cultural environment on Business.	Analyze
CO4: Interpret impact of political-legal environment on Business.	Understand
CO5: Explain role of multilateral institutions in facilitating world trade.	Understand

Contents:

UNIT -I: Theoretical Framework of Business Environment

Concept, Significance, Nature, Elements & Dimensions; Environmental Scanning and Monitoring.

UNIT -II: Economic Environment of Business

Significance and Elements; Economic Systems; Economic planning in India; Government Policies- Industrial, Fiscal, Monetary, EXIM; Public Sector and economic development; Development banks and its relevance to Indian business; Economic Reforms, Liberalization and structural adjustment programmes; Regulation of Financial Markets, SEBI

UNIT -III: Political and Legal Environment of Business

Critical elements; Government and business; Changing dimensions of political and legal environment in India; MRTP Act, Competition Act, FEMA and Licensing policy; Consumer Protection Act

UNIT -IV: Socio-cultural Environment

Social institutions, systems, values, attitudes, groups, etc; Dualism in Indian society and problems of uneven income distribution; rural sector in India; Social Responsibility of Business; Consumerism in India

UNIT -V: International and Technological Environment

Multinational Corporations; Foreign collaborations and Indian business; NRIs and Corporate sector; International Economic Institutions- WTO, World Bank, IMF and their importance to India; Foreign trade Policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Intellectual Property Rights; Technology transfer

Books Recommended/Suggested Reading:

1. Adhikari, M- Economic Environment of Business, Sultan Chand & Sons
2. Alagh, Yoginder K- Indian Development, Planning and Policy, Vikas Publication

3. Aswathappa, K- Legal Environment of Business, Himalaya Publication
 4. Chakravarty, S- Development Planning, Oxford University Press
 5. Ghosh, Biswanath- Economic Environment of Business, Vikas Publication, New Delhi
 6. Govt. of India- Economic Survey
 7. Raj Agarwal and Parag Diwan, Business Environment; Excel Books
 8. Cherunilam, Francis- Business Environment, Macmillan
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Course Code: MGL-6203

L	T	P	C
4	0	0	4

Course: **Research Methodology**

Course Objectives: The objectives of this course are-

To familiarize students with basic of research, research process and enable the participants in conducting research work and formulating research synopsis and report.

Course Outcome: At the end of the course (MGL-6203), student would be able to;

Course Outcomes	Cognitive Level
CO1: Demonstrate various concepts related to Research.	Understand
CO2: Apply various kinds of research design & process	Apply
CO3: Develop adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.	Apply
CO4: Demonstrate various techniques of data analysis-and hypothesis testing procedures.	Understand
CO5: Explain research ethics for doing meaningful research.	Understand

Contents:

UNIT -I: Research Formulation

Introduction, meaning of research, Types, Role of research in important area and Process of Research, Defining research Problems, Hypothesis Formulation

UNIT -II: Research Elaborated

Research Design, Research plan, Concept of sample, Sample size, various types of sampling techniques Types of Data and Methods of its Collection; Questionnaire Design, precautions in preparation of questionnaire, Measurement scales

UNIT- III: Data Analysis and Interpretation-1

Processing and Analysis of Data by application of statistical tools, various kinds of charts and diagrams used in data analyses

UNIT- IV: Data Analysis and Interpretation-2

Hypothesis Testing (F-test, ANOVA, Chi –square test, t-test) ,Multivariate Statistical techniques- Multiple regression , Discriminate analysis, Factor analysis, Multivariate analysis of variance, Conjoint analysis, Cluster analysis, Multidimensional Scaling , Role of computer in research, Excel- A tool for statistical analysis, SPSS, Interpretation and conclusion.

UNIT- V: Report Writing

Report Writing, Significance of report writing, Steps in report writing, Layout of research report, Types of reports; Appendices; Bibliography, Characteristics of a good report; Precautions for report writing; Ethics in business research.

Books Recommended/Suggested Reading:

1. Kothari CR- Research Methodology, New Age Publication
2. Panneerselvam R- Research Methodology (PHI)
3. Cooper, Donald, Schindler, Pamela- Business Research (TMH)
4. Bill Taylor, Gautam Sinha, Taposh Ghoshal- Research Methodology (PHI)
5. Tull D.S and Hawkins Marketing Research: Measurement and Methods. New Delhi: Prentice Hall of India Ltd
6. Collis J and Hussey R - Business Research (Palgrave)
7. Saunders - Research Methods for Business Students (Pearson Education).

Course Code: MGL-6204

L T P C

Course: Financial Management

4 0 0 4

Course Objectives: The objectives of this course are-

To help the students to develop cognizance of the importance of Financial Management in corporate valuation.

Course Outcome: At the end of the course (MGL-6204), student would be able to;

Course Outcomes	Cognitive Level
CO1: Illustrate the core concepts and techniques of financial management.	Understand
CO2: Identify various techniques related to valuation of assets.	Apply

CO3: Demonstrate ability to conduct discounted cash flow analysis and estimate a company's cost of capital.	Understand
CO4: Demonstrate various Capital Structure Theories and Policies for business decisions.	Understand
CO5: Analyse need of working capital the company.	Analyze

Contents:

UNIT-I: Nature of Financial Management

Scope of Finance; Finance Function; Finance Manager's role; Role of Finance Manager; Financial Goal: Profit Maximization V/s Wealth Maximization; Agency Problem; Emerging role of Finance Manager

UNIT-II: Valuation

Time Preference for money; Future Value; Sinking Fund; Present Value; Valuation of Bonds and Shares: Basics of Bond Valuation, Valuation of ordinary Shares, Valuation of Preference Share; Linkages between Share Price, Earning and Dividends

UNIT-III: Cost of Capital, Operating, Financial Leverage and CoMBIed Leverage

The concept of opportunity cost of capital; Cost of Debt, Preference Capital and Equity Capital; The weighted Average Cost of Capital; CAPM V/s Dividend Growth Model; Financial, operating and CoMBIed Leverage- Concept and Measurement

UNIT-IV: Capital Structure Theories and Policy

Relevance of Capital Structure: NI and Traditional approach; Irrelevance of Capital Structure: NOI Approach and MM hypothesis without taxes; The tradeoff theory; Determinants of an appropriate Capital structure, Dividend Theory and Policy.

UNIT-V: Management of Working Capital & Inventory Management

Meaning, significance and types; Methods of assessing Working Capital requirements; Norms of Bank Finance; Sources of Working Capital and factors affecting it; ABC Analysis, EOQ Model, Safety Stock, Lead Time, etc.

Books Recommended/Suggested Reading:

1. Pandey, I. M; Financial Management, Vikas Publishing House, New Delhi
2. Tulsian, P. C; Financial Management, S. Chand & Co, Delhi
3. Chandra, Prasanna (2008)- Financial Management, Tata McGraw Hill, New Delhi
4. Khan & Jain: Financial Management, Tata McGraw Hill, New Delhi
5. Brealey, Richard A and Steward C. Myers (2006) - Corporate Finance, McGraw Hill.

Course: Legal Regulatory Framework

4 0 0 4

Course Objective: To acquire knowledge and understanding of major business, commercial and economic laws. The aim of this course is not just to teach Legal Regulatory framework, but to develop students in such a way that they equip with appropriate skills in legal requirements for managing business.

Course Outcome: At the end of the course (MGL-6205), student would be able to;

Course Outcomes	Cognitive Level
CO1: Illustrate understanding for contracts and subsequently enter valid business propositions.	Understand
CO2: Explain legitimate rights and obligations under sale of goods Act, 1930.	Understand
CO3: List various legitimate rights and obligations under Negotiable Instrument Act.	Analyze
CO4: Illustrate skills to initiate entrepreneurial ventures as LLP or other new form of organisation which are widely used across the globe	Understand
CO5: Develop insights into various company proceedings through Companies Act-1956 & Company Act-2013	Apply

Contents:**UNIT -I: Contract Act, 1872**

Definition & Classification of Contract, Essential elements of a Valid Contract, Quasi Contract – Various Forms, Contingent contract, Discharge & Breach of Contract, Remedies of breach of contract

UNIT -II: Sales of Goods Act, 1930

Contract of sale of Goods-Meaning, Essentials, etc. Provisions relating to Conditions and Warranties, Provisions relating to Transfer of Property or Ownership, Provisions relating to Performance of Contract of Sale- Rights and duties of Unpaid Seller and Buyer

UNIT -III: The Negotiable Instruments Act, 1881

Negotiable Instruments- Meaning, Characteristics, Types, Parties- Holder and Holder in Due Course; Negotiation and types of endorsements, Dishonour of Negotiable Instruments and Overdue Instrument, Banker and Customer- Crossing of Cheques, Obligations of a Banker & a Customer, Bouncing of Cheques, Liabilities of parties.

UNIT -IV: Partnership Act, 1932

Definition, Formation, Types and Registration of Partnership, Kinds, Rights and liabilities of Partners, Minor's Status in Partnership Firm, Dissolution of Partnership Firm

UNIT -V: The Companies Act, 1956 & 2013

Company- Definition, Meaning, Features and Types, Incorporation of a Company- Memorandum & Articles of Association and their Alteration; Prospectus, Management of

company- Directors and Meetings, Share capital-Account and Audit, Winding up of companies

Books Recommended/Suggested Reading:

1. Kuchhal, M.C. (2007). Business Law, Vikas Publishing House, New Delhi.
2. Tulsian, P.C. (2007). Business Law, Tata McGraw-Hill Publications, New Delhi.
3. Kuchhal, M.C. (2007). Mercantile Law, Vikas Publishing House, New Delhi.
4. Singh Avtar (2008). Mercantile Law, Eastern Book Company, Lucknow.
5. Kapoor, N.D. (2008). **Elements** of Mercantile Law, Sultan Chand & Sons Educational Publishers, Delhi.

Course Code: MGL-6206

L T P C

Course: Human Resource Management

4 0 0 4

Course Objective: The objective of the course is to familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.

Course Outcome: At the end of the course (MGL-6206), student would be able to:

Course Outcomes	Mapping
CO1: Explain HRM and the role of HRM in effective business administration.	Understand
CO2: Identify the role that HRM has to play in manpower planning, job analysis and forecast the human resource requirements.	Apply
CO3: Explain role of recruitment and selection in relation to the organization's business and HRM objectives.	Understand
CO4: Illustrate job-based compensation scheme and performance management system and appraisals.	Apply
CO5: Interpret emerging horizons of HRM and also enduring international HRM, e-HRM, HRIS.	Understand

Contents:

UNIT I- Introduction: Conceptual foundations; Human aspect of management; Human resource management- concept, scope and importance; Competencies of HR manager- employer branding and competency mapping; Changing role of HRM- workforce diversity, technological change, restructuring and rightsizing, empowerment; TQM; Management of ethics.

UNIT II- Human Resource Planning, Job Analysis, and Job Design: Assessing human resource requirements; Human resource forecasting; Work load analysis; Job analysis; Job description and specifications; Job design; Job characteristic approach to job design.

UNIT III- Recruitment, Selection, Training, and Development: Factors affecting recruitment; Sources of recruitment (internal and external); Basic selection model; Psychological tests for selection; Interviewing; Placement and induction; Job changes-

Transfers, Promotions, and Separations; An overview of training and development; Emerging trends in recruitment, selection, and development.

UNIT IV- Compensation Management, Performance Appraisal, and Audit:
Compensation management- Job evaluation, base compensation and supplementary compensation; Innovations in compensation management- Pay band system, ESOP; Performance appraisal- concept, traditional and modern methods- MBO, 360-degree appraisal, 720-degree appraisal, behaviorally anchored rating scale, balanced scorecard; Potential appraisal.

UNIT V- Emerging Horizons of HRM: International HRM, challenges of international HR managers; Green HRM; E-HRM; HRIS (Human Resource Information System); Human resource audit; Contemporary issues in human resource management- moonlighting phenomenon, employee engagement, flexi timing, psychological contract, managing protean career, layoffs.

Case Studies: Some cases of real business world to supplement learning from the course. Books Recommended/Suggested Reading:

1. John Storey- Human Resource Management, Thomson Learning
2. R.S. Dwivedi- Managing Human Resources, Galgotia Publishing Company
3. Gary Dessler- Human Resource Management, Pearson Education
4. Aswathapa- Human Resource & Personnel Management, Tata McGraw Hill
5. Randy. L. Desimone, Jon & David Harris- Human Resource Development, Thomson.

3rd Semester

Course Code: MGL-7101

L T P C

Course: Strategic Management

4 0 0 4

Course Objective: To expose students to various perspectives and concepts in the field of Strategic Management. The course would enable the students to understand the principles of strategy, formulation, implementation and control in organizations.

Course Outcome: At the end of the course (MGL-7101), student would be able to

Course Outcomes	Cognitive Level
CO1: Illustrate basic concepts and principles of strategic management analyse the internal and external environment of business.	Understand
CO2: Identify organizational strategies that will be effective in dynamic business environment.	Apply

CO3: Explain effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.	Understand
CO4: Develop capability of making own decisions in dynamic business landscape	Apply
CO5: Explain various strategies for managing global competition.	Understand

Contents:

Unit-I: Strategy-Introduction

Concept, Levels at which strategy operates; Approaches to strategic decision making; Mission and Purpose, Objectives and Goals; Strategic Business Units (SBUs); Environmental Analysis & Diagnosis: Environment and its components; Environmental Scanning & Appraisal; Organizational Appraisal; Strategic Advantage Analysis and Diagnosis.

Unit-II: Strategy and Structure

Structural considerations, Structures for strategies; Organizational design and change.

Functional Strategies-Marketing, Production & Operations, Personnel, Financial, R&D plans and policies.

Unit-III: Strategy Formulation and Choice of Alternatives

Strategies- modernization, diversification, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice, competitor and SWOT analysis; Factors affecting; Generic competitive strategies- cost leadership, differentiation, focus, value chain analysis.

Unit-IV: Strategy Implementation

Inter-relationship between formulation and implementation, Issues in strategy implementation; Resource allocation, Strategy Evaluation & Control: Overview and Techniques.

Unit-V: Global Issues in Strategic Management

Global challenges, Advantages & Disadvantages of international operations, communication differences across countries, worldwide tax rates & their impact, Participation of international institutions for international business.

Books Recommended/Suggested Reading:

1. Bhattacharya, S.K. and N. Venkataraman- Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House
 2. Budhiraja, S.B. and M.B. Athreya- Cases in Strategic Management, Tata McGraw Hill
 3. Coulter, Mary K- Strategic Management in Action, Prentice Hall
 4. David, Fred R- Strategic Management, Prentice Hall
 5. Kazmi, Azhar- Business Policy, Tata McGraw Hill
-

Course Code: MGT-7101

Course: Summer Internship Project

Course Code: MGL-7102

Course: Global Business Management

L	T	P	C
4	0	0	4

Course Objective: To expose students to various perspectives and concepts in the field of Global Business Management. The course would enable the students to understand concepts related to business decision making in Globalized India.

Course Outcome: At the end of the course (MGL-7102), student would be able to

Course Outcomes	Cognitive Level
CO1: Classify characteristics and components of Global business Management	Understand
CO2: Explain internationalization process and managerial implications of internationalization.	Understand
CO3: Identify economic, political, cultural, legal, technological and competitive environments and its influence on international markets.	Apply
CO4: List various concepts and theories of Foreign Direct Investment.	Analyze
CO5: Develop understanding of multilateral trade agreements.	Understand

Content:

Unit -I: Globalization and International Management

Introduction to Global Business, Concept of globalization and international Management, Reasons for going International, Stages in the Internationalization of Business, Global Challenges; Global Business Theories.

Unit- II: International Marketing Environment and Marketing Strategy:

An overview of International Business Environment: Economic Environment; Political environment; Legal environment; Demographic Environment; Socio-Cultural Environment in Global perspective and International Marketing & Intelligence system.

Unit- III: Foreign Direct Investment-Theory and Application:

Nature of FDI, Forms of FDI, Modes of FDI Entry, Theories of FDI, FDI Theories for Emerging Market Firms, Effects of Foreign Direct Investment, Foreign Investment in India, Outbound Indian FDI.

Unit -IV: Regional Economic Integration:

Levels of Economic Integration: Free Trade Area; The Customs Union; The Common Market; The Economic Union; The Political Union; Effects of Integration; Regional Trading Agreements **Unit -V: Trade and Investment Regulations:**

Basic principles of Multilateral Trade Negotiations; General Agreement on Tariffs and Trade; GATT; WTO; TRIPS; TRIPS; GATS; GATT and WTO-Differences; WTO and India

Books Recommended/Suggested Reading:

1. Justin Paul & Rajeev Aserkar: Export -Import Management; Oxford University Press, New Delhi.
2. Rakesh Mohan Joshi: International marketing, Oxford university.
3. Sumati Varma: International Business “Concept, Environment& Strategy”, Ane Books Pvt. Ltd., New Delhi
4. Vyuptakesh Sharan: International Business “Concept, Environment and Strategy”, Pearson Education.
5. Onkwitz, Sak and John J.Shaw: International Marketing,: Analysis and Strategy, Prentice Hall, New Delhi
6. Paliwoda, S.J.(ED): International Marketing, Reader, Routledge, London

Course Code: MGL-7111

L T P C

Course: Financial Institutions and Markets

4 0 0 4

Course Objective: To encourage the acquisition of knowledge and skills relating to application of accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas along with budgeting and associated performance measurement practices.

Course Outcome: At the end of the course (MGL-7111), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain structure of financial system in India.	Understand
CO2: Illustrate role of central bank in financial markets of India.	Understand
CO3: Make use of financial organization and their workings in current scenario.	Apply
CO4: Explain working of commercial banks.	Understand
CO5: Interpret functioning of non-banking financial institutions in India.	Understand

Contents:

Unit-I: Introduction

Nature and role of financial system; financial system and financial markets; Financial System and economic development; Indian financial system. **Reserve Bank of India:** Organisation, management and functions; Credit creation and control; Present Monetary Policy.

Unit-II: Financial Markets

Money and capital markets; Money market – meaning, constituents, functions, etc.; Money market instruments– call money, treasury bills, etc.; Capital market- primary and secondary markets; Depository system; Government securities market; Role of SEBI.

Unit-III: Commercial Banks & Interest Rate Structure

Meaning, functions, management and investment policies; Present structure; e-banking and e-trading; Determination of interest rate structure; Differential interest rate; Recent changes

in interest rate structure **Merchant Banking:** Concept, functions and growth; Government policies; SEBI guidelines; Future of merchant banking in India.

Unit-IV: Development Banks and NBFCs

Concept, objectives, functions, Operational and promotional activities of development banks; IFCI, ICICI, IDBI, IRBI, SIDBI; State Development Banks, State Financial Corporations; Objectives, functions and various schemes of UTI; Role of UTI in industrial finance; Concept, Role, Functions and Investment Policies of NBFCs.

Unit-V: Insurance Sector

Objectives, role, investment practices of LIC and GIC; Insurance Regulatory and Development Authority- role and functions, **Foreign Investments:** Types, trends and implications; Regulatory framework for foreign investments in India.

Books Recommended/Suggested Reading:

1. Avdhani: Investment and Securities Markets in India, Himalaya Publications
2. Bhole, L.M.: Financial Markets and Institutions, Tata McGraw Hill
3. Ghosh, D: Banking Policy in India, Allied Publications
4. Khan, M.Y.: Indian Financial System, Tata McGraw Hill
5. Reserve Bank of India, Various Reports, RBI Publication

Course Code: MGL-7112

L T P C

Course: International Financial Management

4 0 0 4

Course Objective: The course aims to acquaint students with complexities and issues pertaining to financial management of multinational firms. It equips the students with analytical tools and techniques for sound financial decision making in a global setting.

Course Outcome: At the end of the course (MGL-7112), student would be able to

Course Outcomes	Cognitive Level
CO1: Demonstrate basic understanding of multinational firms, environment of international financial management and foreign exchange market.	Understand
CO2: Examine cross border investment and international capital budgeting along with risks in financial decision making.	Analyze
CO3: Analyze issues relating to various financial functions of MNCs.	Analyze
CO 4: Explain translation, transaction, and economic exposure to exchange rate changes.	Understand
CO5: Illustrate various concepts related to International Capital and Money Market Instruments.	Understand

Contents:

Unit- I: International Monetary and Financial System

Importance of international finance; Bretton Woods conference and afterwards, IMF and capital; Coping with current account deficit. **Balance of Payment and International Linkages:** Balance of Payments-its components; International flow of goods, services and capital.

Unit -II: International Financial Markets and Instruments

International capital and money markets- instruments; Salient features of international markets; Arbitrage opportunities; Integration of markets; Role of financial intermediaries.

Unit -III: Foreign Exchange Markets

Determining exchange rates- Fixed and flexible; Exchange rate theories; Foreign Exchange Markets- cash and spot markets; Exchange rate quotes; LERMS; Factors affecting exchange rates; Foreign exchange and currency futures; Exchange dealings and currency possession; Information and communication; Foreign exchange trades.

Unit -IV: Foreign Exchange Risk

Transaction exposure, translation exposure and economic exposure; Management of exposure -internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques. **International Capital and Money Market Instruments:** GDRs, ADRs, IDRs, Euro bonds, Euro loans, Repos, CPs, floating rate instruments, loan syndication and Euro deposits.

Unit -V: Multilateral Financial Institutions

Role of IMF, IBRD and other development banks; International investors and foreign investment institutions. **Current Developments:** International indebtedness; Capital account convertibility – pros and cons; Innovations in international financial instruments.

Books Recommended/Suggested Reading:

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi
2. Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi
3. Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley,
4. Henning, C.N., W Piggot and W.H Scoot: International Financial Management, McGraw Hill
5. Levi, Maurice D: International Finance, McGraw- Hill

Course Code: MGL-7121

L T P C

Course: Retail Management

4 0 0 4

Course Objective: The main objective of course is to providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.

Course Outcomes: The successful completion of this course (MGL-7121), shall enable the student to:

Course Outcomes	Cognitive Level
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CO1: Illustrate basic concepts related to functioning of retail sector in India	Understand
CO2: Interpret main drivers of growth in retail industry of India	Understand
CO3: Identify issues relating to situational analysis in retail industry in India.	Apply
CO4: Explain various strategies of managing retail business in India.	Understand
CO5: Analyze issues emerging in international retailing.	Analyze

Contents:

Unit -I: Introduction

Overview, Evolution of Retailing, cycle of Retailing, Functions of retailing; Building and sustaining relationships, Structural change, Retailing Market structure, Planning and development, process, Drivers for growth in retail.

Unit- II: Situational analysis

Types of retail outlets: Retail institutions by ownership, store-based strategy mix; non-store-based, and other forms of nontraditional retailing, targeting customers and gathering information; Communicating with customers; Promotional strategies, affecting factors in communication for growth, Choosing a store location: Trading-area analysis; Site selection; Store design and layout-Objectives.

Unit- III: Managing retail business

Importance of HRM in retailing, Retail organization and HRM; Operations management: financial and operations dimensions; Managing retail services; Service characteristics; Value and lifestyle profiles of Indian shoppers.

Unit -IV: Delivering the product

Retail Information Systems; Merchandise management, developing and implementing plans, People in retailing, Merchandise plans for basic stock, Negotiation in retail, display of merchandise, pricing, Factor affecting in price setting, Bases of pricing

Unit -V: International retailing

Internationalization and Globalization; Shopping at World stores; Going International; The Internationalization process; Culture, business and international management, FDI in retail, Retailing in US and India, Importance of culture for retailing at global level.

Books Recommended/Suggested Reading:

1. Berman B and Evans J R- Retail Management (Pearson Education)
 2. Michael Lervy M and Weitz B W- Retailing Management (Tata McGraw-Hill)
 3. Newman A J and Cullen P- Retailing: Environment and Operations (Vikas)
 4. Varley R and Rafiq M- Principles of Retail Management (Palgrave)
 5. LaMBA- The Art of Retailing (Tata McGraw-Hill)
-

Course Code: MGL-7122

L T P C
4 0 0 4

Course: Consumer Behaviour

Course Objective: The course objective is to equip the students to view marketing phenomena from a customer's perspective. The aim of this course is not just to teach Consumer Behaviour but to develop students in such a way that they equip with adequate skills in Consumer Behaviour for managing business.

Course Outcomes: The successful completion of this course (MGL-7122), shall enable the student to:

Course Outcomes	Cognitive Level
CO1: Classify factors that influence consumer buying behaviour.	Understand
CO2: Identify mental processes that precede the act of purchase.	Apply
CO3: Analyze issues relating to models that map and explain consumer buying processes.	Analyze
CO4: Explain decisions making process keeping in mind consumer insights	Understand
CO5: Identify various socio-cultural factors that influence consumer behaviour	Apply

Contents:

Unit I: Marketing success and failure and consumer behaviour: manager and consumer perspectives, strategy consistency and inconsistency, Consumer behavior models: Mapping consumer's mind, deterministic and probabilistic approaches, Howard and Sheth, Nicosia and Engle and Blackwell model.

Unit II: Consumer involvement: perceived risk, antecedents and consequences Consumer decision making: psychology of simplification, elaborate to routine buying Habit: loyalty, inertia and strategic implications for incumbent and entrant.

Unit III: Consumer perception and knowledge: categorization process and discrimination, Types of thresholds, consumer memory network, Consumer learning: connectionist and non-connectionist approaches

Unit IV: Motivation and drive: theories and means and end chain, Hierarchical value mapping.

Personality and self-concept influence: Personality theories, Freud, Jung and Trait theories, consistency hypothesis, personality and image, measurement of personality and self image, creating aspiration brand

Unit V: Demographic and psychographic segmentation: lifestyle and psychographics Reference group influence: categories and types of influence, Consumer culture: values and orientation, sub-culture, social class Family decision making: decision making unit, roles and influence, types of decisions, Organizational consumer behaviour

Books Recommended/Suggested Reading:

1. Berman B and Evans J R- Retail Management (Pearson Education)
2. Michael Lervy M and Weitz B W- Retailing Management (Tata McGraw-Hill)

3. Blackwell, R. D., Miniard, P. D., & Engle, J. F. (2009). *Consumer behaviour*. USA: Thomson-South Western.
4. Evans, M., Jamal, A., & Foxall, G. (2009). *Consumer behaviour* (2nd ed.). New Jersey: John Wiley & Sons.
5. Hawkins, D. I., Mothersbaugh, D. L. & Mookerjee, A. (2014). *Consumer behavior: building marketing strategy*. New Delhi: McGraw-Hill.
6. Lindquist, J. D., & Sirgy, J. M. (2010). *Consumer behaviour*. New Delhi: Cengage Learning.

4th Semester

Course Code: MGL-7201

L	T	P	C
4	0	0	4

Course: Business Ethics and Corporate Governance

Course Objective:

The purpose of this course is to develop the understanding about the role of corporations in society and boards' role in keeping oversight on the functioning of the company, global developments in Governance and Corporate Citizenship.

Course Outcome: At the end of the course (MGL-7201), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain various concepts related to ethics, morals and values.	Understand
CO2: Illustrate various ethical theories and approaches.	Understand
CO3: Identify impact of corporate governance on Business	Apply
CO4: Analyze role of various board committees, their composition and responsibilities.	Analyze
CO5: Explain ethical issues such as conflicts of interest and insider trading	Understand

Contents:

Unit-I: Introduction

Introduction to Ethics, Morals & Values, Ethical Theories and Approaches— Teleological, Deontological, Virtue and system development theories; Conflict between moral demands and interest and Ethics in work

Unit-II: Ethics in Business

Ethical Aspects in Marketing, Finance, HRM; Global Business Ethics. Meaning of corporate philanthropy, CSR—an overlapping concept, corporate sustainability reporting, CSR through triple bottom line, CSR and business ethics, CSR and corporate governance, environmental aspect of CSR, CSR models; drivers of CSR, global reporting initiatives

Unit-III: Corporate Governance

Terminology: Company, corporate governance, promoter, shareholders, directors, managers, chairman, CEO, stakeholders; Type of Directors: Insider and outsider, executive

and non-executive, independent, nominee; Ownership and Control; Theories and development of corporate governance; Models: Types and basis of adoption; Principles of corporate governance; Implications of corporate scams; Global corporate governance movement.

Unit-IV: Role Players

Role of Board of Directors; Role of board; Board composition, independence, and committees; Board leadership: Splitting chairman and CEO, CEO succession, lead director; Board processes and meetings, Building professional Boards - Director's selection, executive compensation and stock option, directors' training and competence, board diversity, board evaluation; Boards oversight of CEO, Auditors, SEBI and Government; SEBI guidelines and clause 49; Growth of Corporate Governance in India.

Unit-V: Business Ethics and Corporate Governance

Introduction, Importance and need for Business Ethics in Indian Context, roots of unethical behavior and issues, corporate governance ethics.

Books Recommended/Suggested Reading:

1. Fernando A.C - Corporate Governance: Principles, Policies and Practices - Pearson
 2. Murthy CSV - Business Ethics: Himalaya
 3. Velasquez - Business Ethics: Concepts and cases - Pearson/PHI
 4. Hartman - Perspectives in Business Ethics, Tata-McGraw Hill Publishing Company
-

Course Code: MGL-7202

L T P C

Course: Operations and Project Management

4 0 0 4

Course Objective: This course is to acquaint the students with the basic nature of operations and project management, its process, tasks and responsibilities of a professional manager as well as organizational behavioral dynamics governing an organization.

Course Outcome: At the end of the course (MGL-7202), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain basics of operations management.	Understand
CO2: Illustrate Inventory Management & Quality Assurance.	Understand
CO3: Examine basics of Project management.	Analyze
CO4: Develop Feasibility Analysis for success of project management.	Apply
CO5: Explain Project Planning and Network Techniques in Project Management.	Understand

Contents:

Unit-I: Operations Management- An overview

Systems Concept in Operations management, types of production systems, Facilities Location and facilities layout

Unit-II: Inventory Management & Quality Assurance

Inventory management- concept, functions, classification; Selective Inventory Management; exchange curve and aggregate inventory planning, deterministic and Probabilistic inventor models, Quality- Concept, Cost, management and organization; Acceptance sampling; Process Control

Unit-III: Introduction to Project Management

Project Concept, Types & Characteristics; Identification of Investment opportunities; Generation and Screening of Project Idea

Unit-IV: Feasibility Analysis

Market & Demand Analysis; Technical Analysis; Financial Analysis

Unit-V: Project Planning & Risk

Project Planning, Project Execution, Project Control & audit; Project Risk Network Techniques in Project Management

Books Recommended/Suggested Reading:

1. Buffa, E. S.: Modern Productions and Operations Management; John Willey and sons: Network
2. Hall, R. W, Attaining manufacturing Excellence, Dow- Jones and Irwin: Homewood
3. Adam Jr. E.E and R.J Ebert, Production and operations Management, Prentice Hall Inc: Englewood- Cliffs
4. Chandra, Prasanna. Projects: Preparation, Appraisal, Budgeting and Implementation, Tata McGraw Hill
5. Larson, Clifford F., Larson, Erik W. and Desai, Gautam V.: Project Management, McGraw Hill
6. Khatua, Sitangshu: Project Management & Appraisal, Oxford University Press

Course Code: MGL-7211

L T P C

Course: Derivatives and Risk Management

4 0 0 4

Course Objective:

To equip students with knowledge basic understanding of financial derivatives as well the application of risk Management with derivatives.

Course Outcome: At the end of the course (MGL-7211), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain various concepts & theories related derivatives.	Understand
CO2: Illustrate basic understanding of financial risk.	Understand

CO3: Analyze various models for options market	Analyze
CO4: Identify various approaches of futures and options.	Apply
CO5: Demonstrate mechanism of interest rates swap in India.	Understand

Unit -I: Introduction

Meaning and purpose of derivatives; Forward contracts, future contracts, options, swaps and other derivatives; Type of traders; Trading future contracts; Specification of the future contracts; Operation of margins; Settlement and regulations.

Unit -II: Sources of Financial Risk

Credit vs market, default risk, foreign exchange risk, interest rate risk, purchasing power risk etc.; Systematic and non-systematic risk.

Unit -III: Options

Types; Trading; Margins; Valuation; Binomial Option Pricing Model; Black-Scholes model for Call Options; Valuation of put options; Index options; Option markets-exchange traded options, over-the-counter options, quotes, trading, margins, clearing, regulation and taxation; Warrants and convertibles.

Unit- IV: Futures

Hedgers and speculators; Future contracts; Future markets- clearing house, margins, trading, future positions and taxation; Future prices and spot prices; Forward price vs. future price; Futures vs. options

Unit- V: Swaps

Mechanism of interest rate swaps, valuation of interest rate swaps; Currency swaps and its valuation; Credit risk and swaps. Managing Market Risk: Hedging schemes- delta hedging, theta, gamma; Relationship in delta, theta and gamma; Vega and rho; Portfolio insurance. Derivatives Market in India: Present position in India- regulation, working and trading activity.

Books Recommended/Suggested Reading

1. Books Recommended/Suggested Reading:
2. Chance, Don M: An Introduction to Derivatives, Dryden Press, International Edition
3. Chew, Lilian: Managing Derivative Risk, John Wiley
4. Das, Satyajit: Swap & Derivative Financing, Probus
5. Hull, J., Options: Futures and other Derivatives, Prentice Hall
6. Kolb, Robert W: Understanding Futures Markets, Prentice Hall Inc
7. Kolb, Robert: Financial Derivatives, New York Institute of Finance

Course Code: MGL-7212

Course: Portfolio Management

L	T	P	C
4	0	0	4

Course Objective:

To equip students with in-depth knowledge of financial markets & various theories with purpose of equipping them with the necessary skills for the managing portfolios.

Course Outcome: At the end of the course (MGL-7212), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain concept of portfolio selection.	Understand
CO2: Develop understanding of efficiency level of the financial markets.	Apply
CO3: Analyze various models for asset pricing for the selection of securities	Analyze
CO4: Identify various approaches of portfolio performance measurement.	Apply
CO5: Explain tools to deal with global investment scenario.	Understand

Contents:

Unit I: Setting portfolio objectives, traditional and modern portfolio theory, utility analysis; Single and multi-index models, constant correlation models; Alternative portfolio selection models – safety first model, skewness preference model and Stochastic dominance models.

Unit II: Market Efficiency, theory and empirical tests; Standard CAPM, non-standard forms of CAPM, empirical tests of CAPM; APT and its extensions, empirical test of APT, multi factor models, the Fama-French three factor and five factor models, Carhart Model and conditional CAPM.

Unit III: Portfolio construction based on single index, constant correlation and multi-index models; Simple buy and hold strategy, active portfolio management – Treynor – Black and Black Litterman models; Style analysis and investment strategies; International diversification.

Unit IV: Mutual funds, pension funds, hedge funds, sovereign funds and alternative investment funds – types and features, portfolio strategies, investment constraints.

Unit V: Measuring return and risks for managed portfolios; Measuring stock selections skills – explicit risk-return trade-off approaches, differential return measures, decomposition techniques; Measuring market timing skills, portfolio attribution analysis; Benchmark construction for alternative managed portfolios.

Suggested Readings

1. Haugen, R.A., Modern Investment Theory, Pearson Education, Latest Edition.
2. Francis, J. and Ibbotson, R., Investment: A Global Perspective, Prentice Hall, Latest Edition.
3. Fareell, J.L., Portfolio Management Theory and Application, McGraw-Hill, International Edition, Latest Edition.
4. Sharpe, W., Alaxander, G.J. and Baileyi, J.W. Investments, Prentice Hall of India Private Ltd., Latest Edition.
5. Elton, J. and Gruber, J., Modern Portfolio Theory and Investment Analysis, John Wiley & Sons, Ninth Edition, 2013.

6. Sehgal, Sanjay, Asset Pricing in Indian Stock Market, New Century Publications, Latest Edition.

Course Code: MGL-7221

L T P C
4 0 0 4

Course: Rural Marketing

Course Objective:

To provide students with an understanding of the Indian rural marketing environment and enable students to plan products and strategies that would help in overcoming the challenges of rural markets.

Course Outcome: At the end of the course (MGL-7221), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain various concepts related to nature and importance of rural markets.	Understand
CO2: Develop basic understanding of needs and behaviour of rural consumers	Apply
CO3: Identify peculiarities of rural markets and use of them in marketing decision making.	Apply
CO4: Explain various tools of rural marketing mix	Understand
CO5: Analyze various issues and challenges of rural marketing.	Analyze

Contents:

Unit I: Introduction- Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Rural versus Urban Markets, Rural Market in India – size and scope, Factors contributing to Growth of Rural Markets

Unit II: Rural Consumer behaviour- Characteristics of rural consumers, Occupation and Income, Economic circumstances, Lifestyle, Consumer buying behaviour models, Factors affecting Rural Consumer Behaviour, Consumer Buying Process

Unit III: Rural Marketing Environment- Rural Environment, Occupation Pattern, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Markets- Segmentation, Targeting and Positioning strategies, Four A's of Rural Marketing Mix

Unit IV: Product and Pricing - Classification of products and services in Rural marketing, Rural Marketing of FMCG's and Consumer durables- issues and challenges, Importance of Branding, Packaging and Labelling, New Product launch techniques for rural markets, Nature of Competition in Rural Markets, Pricing Strategies in Rural Markets, distribution and Communication in rural markets

Suggested Readings

1. Dogra B., & Ghuman K. (2010). *Rural Marketing Concepts and Practices*. New Delhi: Tata McGraw-Hill.
2. Gopal Swamy, T. P. (2009). *Rural Marketing (3rd ed.)*. New Delhi: Vikas Publishing House.

3. Kashyap, P.,& Raut, S. (2007). *Rural Marketing* (5th ed.). Wiley India Pvt. Ltd
 4. Krishnama Charyulu, C.S.G.,& Ramakrishnan, L. (2011). *Rural Marketing Text & Cases* (2nd ed.). Pearson Education.
 5. Krishnamoorthy R. (2014). *Introduction to Rural Marketing, 4th Edition*. Himalaya Publishing House.
 6. Ramakrishnan, R. (2006). *Rural Marketing in India – Strategies and Challenges*. New Century Publications.
-

Course Code: MGL-7222

Course: Advertising Management

L	T	P	C
4	0	0	4

Course Objective:

The purpose of this course is to familiarize the students with the role of advertising in the context of promoting products and services. Advertising is one of the most ubiquitous promotional tools on which big money is spent. It is important to understand the advertising process and key decision areas for effective management of this function.

Course Outcome: At the end of the course (MGL-7222), student would be able to

Course Outcomes	Cognitive Level
CO1: Explain various concepts related to marketing communication model	Understand
CO2: Develop basic understanding of various types of advertising	Apply
CO3: Demonstrate understanding of various changes in various advertising strategies	Understand
CO4: Explain various roles of advertising agencies.	Understand
CO5: Identify various issues social, ethical and legal aspects governing advertising in India	Apply

Contents:

Unit I: Understanding Marketing Communication- Objective of Marketing Communication, Communication Model, Integrated Marketing Communications, Advertising in the evolving marketing environment

Unit II: Introduction to Advertising- Meaning and Importance of Advertising, Role of Advertising in Marketing Mix, Stimulation of Demand, Effects of Advertising, Determining Advertising Goals- Defining Advertising Objectives

Unit III: Building Advertising Programmes- Determination of Target Audience, Message Decisions-Content, Structure, Source and Format, Appeals in Advertising, Message tactics: copy writing.

Unit IV: Media Planning and Budgeting- Determining Media Plan, Media decisions- Analyzing various Types of Media; Reach, Frequency and Impact, Factors influencing the choice of media, Methods of setting Advertising Budget, Evaluating Advertising Effectiveness

Unit V: Advertising Organization and Regulation- Advertising Agency and its Functions, Choosing the Agency, Agency Compensation, Legal, Ethical and Social Aspects of Advertising in India.

Suggested Readings

1. Aaker, D.A., Batra, R., and Myers, J.G. (2006). *Advertising Management*. New Delhi: Pearson Education.
2. Belch, G.E. and Belch, M.A. (2018). *Advertising and Promotion: An Integrated Marketing Communication Perspective* (11th ed.). New York: McGraw Hill.
3. Guinn O', T.C., Allen, C.T., and Semenik, R.J. (2009). *Advertising Management with Integrated Brand Promotion*. New Delhi: Cengage.
4. Sharma, Kavita (2011). *Advertising Planning and Decision Making*. New Delhi: Taxmann Publications.
5. Shimp, T.A. (2013). *Advertising and Promotion: An IMC Approach* (9th ed). New Delhi: Cengage.
6. Wells, W., Moriarty, S., and Burnett J. (2009). *Advertising: Principles and Practice* (8th ed.). Pearson.

Course Code: MGD-7201

Course: Dissertation



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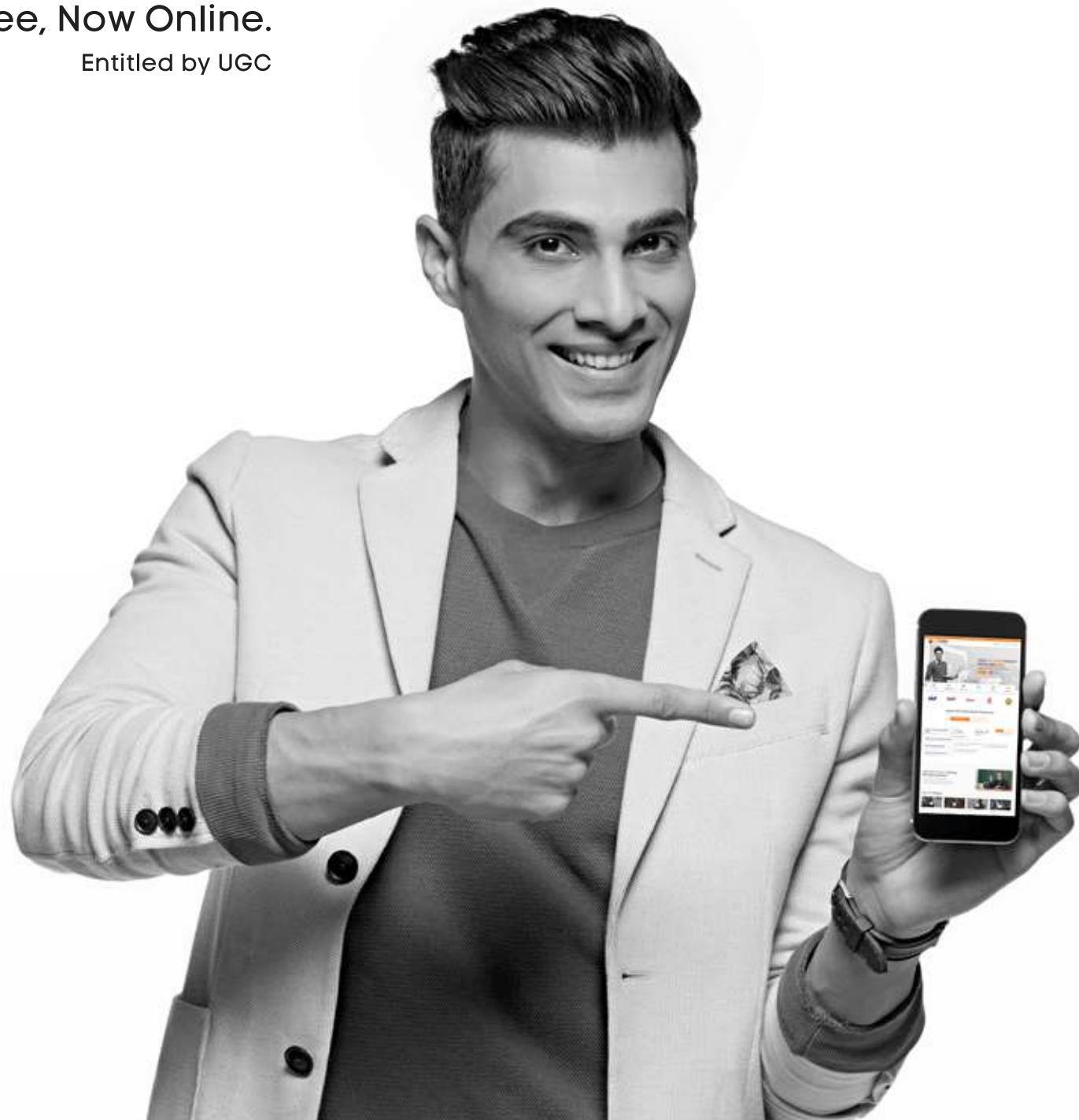
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For Other International Applicants (except the countries mentioned above)	US\$ 1500	US\$ 150

- Please refer to our website www.ipuonline.com to get information about fee benefits related to Lumpsum Fee payment & Early Decision Benefits.
- The above fee is exclusive of the Initial Registration Fee of ₹ 600/- (non-refundable) for Indian Applicants and International Applicants from Sri Lanka, Bhutan, Nepal & Bangladesh and US\$ 10 (Registration Fee) for other International Applicants.

FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER	FOURTH SEMESTER
FINANCIAL REPORTING STATEMENTS AND ANALYSIS	CORPORATE FINANCE	DISCIPLINE SPECIFIC ELECTIVE - I	DISCIPLINE SPECIFIC ELECTIVE - IV
MANAGERIAL ECONOMICS	OPERATIONS MANAGEMENT & RESEARCH	DISCIPLINE SPECIFIC ELECTIVE - II	DISCIPLINE SPECIFIC ELECTIVE - V
INTERNATIONAL BUSINESS ENVIRONMENT	BUSINESS ANALYTICS	DISCIPLINE SPECIFIC ELECTIVE - III	DISCIPLINE SPECIFIC ELECTIVE - VI
MARKETING MANAGEMENT	RESEARCH METHODOLOGY	SEMINAR ON SUMMER TRAINING	GENERIC ELECTIVE - II
ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE DYNAMICS	LEGAL ASPECTS OF BUSINESS	GENERIC ELECTIVE - I	CAPSTONE PROJECT
	COMMUNICATION FOR LEADERS	CORPORATE STRATEGY & ENTREPRENEURSHIP	

Specializations: Student may choose two areas from Discipline Specific Elective Basket/Specializations; 3 courses from first area to be studied in semester 3 and 3 courses from second area to be studied in semester 4.

Specializations

- ◆ FINANCE ◆ MARKETING ◆ DATA SCIENCE ◆ HUMAN RESOURCE MANAGEMENT ◆ OPERATIONS MANAGEMENT
- ◆ INTERNATIONAL BUSINESS ◆ INFORMATION TECHNOLOGY ◆ DIGITAL MARKETING ◆ BUSINESS ANALYTICS

WHY SHOULD YOU CHOOSE LPU ONLINE LEARNING PROGRAMME?



UGC Entitled Degree

Our Online MBA Degree is duly approved by University Grants Commission(UGC) Distance Education Bureau and All-India Council for Technical Education (AICTE). Online mode degree is treated as equivalent to the degree offered through conventional mode as per UGC Notice F. No.3-5/2022(DEB-III) dated 8/9/2022, making you eligible for Higher Education, Education Abroad, and State and Central Government jobs.



Top Ranked University

LPU is ranked amongst India's top 100 Universities by the NIRF and among World's Top 200 Universities by The Times Higher Education ranking. This makes your degree truly and globally valuable.



Flexibility to learn anywhere, anytime through an exceptionally user-friendly online platform - LPU e-Connect

- LIVE lectures by renowned University Faculty & Industry Experts.
- 400+ hours of recorded video content in the form of highly engaging video lectures by top notch faculty.
- Interaction with faculty and peers through Chat and Discussion Forum.



Curriculum and Assessments

Industry oriented Curriculum designed by experts from academia and Industry.
Application oriented and analytical assessments.



Master Classes and Guest Lectures

Specially organized Master Classes and Guest Lectures by Industry experts to provide the latest Industry Insights.



Training and Placement

Professional Enhancement Workshops and Seminars on Communication skills, CV building, Mock interviews & Mock Group Discussions. Placement assistance and Virtual Placement drives to kick start or advance your career.



Experience the Campus Life

Even though the programme is Online, you can participate in University events-sports, cultural, extra curricular, co-curricular, and join clubs & student organizations too.



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We are committed to provide an outstanding environment for excellence in Research and Development in all disciplines and a dedicated team of mentors will assist you in entrepreneurship training.



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**MASTER IN BUSINESS
ADMINISTRATION**

Online Degree Program



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ASIA**
RANKED 2ND
AMONGST PRIVATE UNIVERSITIES IN INDIA

nirf
INDIA RANKINGS 2022

RANKED #29
AMONGST TOP
UNIVERSITIES
IN INDIA



ABOUT CHANDIGARH UNIVERSITY

Chandigarh University is a leading Indian institution offering its students a unique amalgamation of professional and academic excellence. Located in the vicinity of the City Beautiful in India, Chandigarh University has a sprawling 200-acre smart campus with world-class infrastructure and facilities.

Home to students from 28 Indian states, its 8 Union Territories, and 54 countries of the world, CU has transformed into a unique learning universe that amalgamates the spirit of multiculturalism, diverse ethnicities, and hallowed traditions from across the world.

The University provides a global perspective to facilitate students with international learning opportunities through partnerships with more than 443 top-ranked universities worldwide in 86 countries. At Chandigarh University, a wide spectrum of programs paired with flexibility, experiential learning and interdisciplinary orientation emancipate our students to explore their interests and pursue their dream careers.

WHAT BRINGS CU TO THE TOP SPOT AMONG THE BEST INSTITUTIONS IN INDIA?

TOP RANKINGS TESTIFYING OUR EXCELLENCE



AMONG TOP 5% UNIVERSITIES IN INDIA to receive NAAC A+ Accreditation



ACHIEVED LIMCA BOOK OF RECORDS for the Highest Number of Companies For Placements.



ONLY PRIVATE UNIVERSITY IN PUNJAB to be accredited by NBA for Engineering and MBA programs



RANKED #29 AMONGST TOP UNIVERSITIES IN INDIA (Overall #48, Engg. #45, Mgmt. #40, Pharmacy #37, Architecture #19)



RANKED AMONGST TOP 3 UNIVERSITIES OF INDIA consecutively for 2 years for filing Highest No. of Patents



RANKED #1 INSTITUTE TO OFFER ONLINE DEGREES IN INDIA by HR Association India (2021)

RECOGNITIONS, ACCREDITATIONS & MEMBERSHIPS



INTERNATIONAL MEMBERSHIPS



CHANDIGARH UNIVERSITY: SETTING BENCHMARKS IN HIGHER EDUCATION



25000+

*Students from 28 Indian states,
its 8 UTs and 54+ countries*



443+

*International Tie-Ups in 86 Countries
to give a global perspective to
our students*



75+

*Departmental Research Groups
Stimulates and nurtures inquisitive
minds to shape their ideas into
innovations*



2500+

International Students from 54+ Countries



350+

*Corporate Mentors & Industry Experts guide our
students to build rewarding careers and pursue
entrepreneurship*



30+

*Centres of Excellence Established by top MNCs
to keep our students a breast with the global needs
and changing market demands*



200+

Acres Campus



1200 +

*Companies select
students in campus
placement*



50+

*Clubs & Societies
To offer limitless opportunities to enhance
talent and skills of students beyond the
classroom*

OUTSHINE WITH CU ONLINE DEGREE

Redefining personalised learning, Chandigarh University online degrees create new career pathways for 21st-century learners. The UGC-entitled online programs offered by CU provide students with added convenience and flexibility to pursue their education from anywhere in the world at an affordable rate.

CU Online engages the best talent from both academia and industry to provide students with world-class learning experiences and future-ready learning outcomes. The cutting-edge CU online learning platform prepares students to acquire new skills to successfully achieve their personal and professional goals. Not only do we make learning valuable, but we also deliver globally recognised remote programs that emphasize experiential learning to expand the professional development of students.

Online Degrees

Entitled by UGC

CHANDIGARH UNIVERSITY ONLINE FOR GENERATION NEXT



Persistent

A Global platform that assures perpetual, consistent and steady learning outcomes.



Self-referential

Harness your learning to build real-world experiences from a professional perspective.



Responsive

Acquire responsive learning in a virtually receptive environment.



Limitless

Learn all you want or need. Make the best of many worlds at CU Online from One Stage.



Learn Anytime, Anywhere

With CU Online, learning can be seamlessly woven into your everyday activities and engagements. With us, time is your friend!



Mega You

CU Online is the one platform owned, shaped, and inspired by connectivity and participation. Grow your learning by growing by our network.

MASTER IN BUSINESS ADMINISTRATION (MBA)

The two-year MBA online program is structured to create dynamic, competent executives, managers, and business leaders for a rapidly changing world.

Eligibility

Bachelor degree in any discipline with at least 50% marks from recognized University/ Institution. Graduates of recognized professional programmes like CA/ ICWA etc. are also eligible to apply.

Duration

2 years (4 semesters)

107
Credits

300+
Live Sessions

300+
Discussions
Forums

20+
Case Studies
& Industrial Talks



Fee Structure

Total Program Fee

For Indian Students: INR 200000

For International Students: US\$ 3000

Why Study MBA at CU- ONLINE?



UGC-recognized Online Degree Programs



Connect with University E-Knowledge Resource System



AICTE-approved MBA & MCA



Professionally Recorded Videos with the Latest Pedagogical Approaches



Internationally Recognized Programs



Regular Live interactive Sessions with Industry Experts



Affordable Fee with EMI Option



Weekly Case Study Discussions for Each Program



Continuous Handholding by Mentors



Advanced Learning Management System (LMS)



Well Experienced & Qualified Faculty



24x7 Student Support



Flexible Exam Slot Booking System



Placement Assistance

SCHOLARSHIP

At Chandigarh University, we are committed to providing ample opportunities and rewards to bright and inquisitive young minds from across the globe. CU Online offers a 30 percent early bird discount to students to help them pursue online education at an affordable rate and fulfil their career aspirations.



PROGRAM NAME	Program type PG/UG	Duration	NO. of Sem	Fee Per Sem	Fee Per year	Total Fee Without any offer	30% EBD To Students	Total fees After EBD	Fee Per Sem after EBD
BBA	UG	3 YEARS	6	26000	52000	156000	46800	109200	18200
BCA	UG	3 YEARS	6	27500	55000	165000	49500	115500	19250
BA-JMC	UG	3 YEARS	6	22500	45000	135000	40500	94500	15750
MBA	PG	2 YEARS	4	50000	100000	200000	60000	140000	35000
M.COM	PG	2 YEARS	4	32500	65000	130000	39000	91000	22750
MA-JMC	PG	2 YEARS	4	25000	50000	100000	30000	70000	17500
MSC. DATA SCIENCE	PG	2 YEARS	4	30000	60000	120000	36000	84000	21000

HIGHLY QUALIFIED AND EXPERIENCED FACULTY

Chandigarh University takes pride in its highly experienced and well-qualified faculty, who represent our mission of providing quality education to the students and guiding them to achieve their personal and professional goals. Our faculty members are drawn from prestigious institutions like IITs, NITs, IIMs, and also from abroad, to offer the students diverse perspectives that will enhance their learning experience and provide them with relevant, real-world industry insights.



Dr. Arvind Kumar Singh
Associate Professor



Dr. Arti Bansal
Associate Professor



Dr. Vijeta
Assistant Professor



Dr. Rachna Kalsan
Assistant Professor



Dr. Kavita
Assistant Professor



Mr. Akshay Rana
Assistant Professor



Mr. Harsh Nagar
Assistant Professor



Ms. Shabnam
Assistant Professor



Mr. Rahul
Assistant Professor



Mr. Ashish
Assistant Professor

FINANCING YOUR ONLINE EDUCATION DREAMS

Chandigarh University provides an education loan facility to students in need of financial support to fulfill their career aspirations. A dedicated unit is there to assist the students with all the requisites of the loan.

Associated Banks —



- Loan starting from Rs 50,000 onwards
- 100 % loan covering all expenses
- Lowest interest rate

EMI facility —



- Get Instant Approval, Know your Approval Status in Seconds
- 100 % Online Process, Submit Your Application Form via Mobile App or Website
- Student-Friendly Low-Cost Loans and No Hidden Charges

For any clarification or help in availing
of a study loan or EMI facility

Kindly contact: +91 75270-09670



MASTER OF BUSINESS ADMINISTRATION

PROGRAM STRUCTURE

Semester 1	Semester 2	Semester 3	Semester 4	
Business, Society and Law	Human Resource Management	Strategy, Business and Globalization	Project Management	
Financial Reporting and Analysis	Supply Chain & Logistics Management	Data Analysis for Business Decisions	Values and Ethics	
Management Practices and Organizational Behavior	Consumer Psychology	Management Lessons from Ancient India	Academic Research Writing/Industry Immersion /International Project Social /Outreach Initiatives Case Writing /Immersion	
Decision Science	Business Research Methods	Elective as per Specialization		
Managerial Economics	Financial Management	Elective as per Specialization		
Marketing Management	Productions & Operations Management	Elective as per Specialization	Elective as per Specialization	
Communication Skills	Professional Communication Skills	Elective as per Specialization	Elective as per Specialization	
Elective				
Marketing	Human Resource Management- HRM	International Business-IB	Entrepreneurship Semester	
Marketing Analytics	Human Resource Analytics	Export Import Documentation	Entrepreneurial Strategies-I	3 rd Sem
Advertising and Brand Management	Organisation Change & Development	International Economics	Social Entrepreneurship	3 rd Sem
Marketing of Services	Cross Cultural Management	International Trade	Entrepreneurial Strategies-II	4 th Sem

CAREER PATHWAYS MBA

- ▶ Sr Manager/ DGM's in Business Operations
- ▶ Entrepreneurs & Founders
- ▶ Sr. Human Resource Manager
- ▶ Sr. Sales & Marketing Manager
- ▶ Sr. Logistics & Supply chain manager
- ▶ Business Analyst- IT

ALUMINI TESTIMONIAL



Harmender

MBA

State Bank of India

The master in business administration online degree program which I pursued from Chandigarh University had abundant case studies and projects which helped me acquire the best managerial skills. I really appreciate the e-knowledge resource system with which I was connected throughout my study tenure. The faculty here is knowledgeable as well. In all, it has been a pleasure learning experience here.

ADMISSION PROCESS

Step 1

Visit www.onlinecu.in and click on Apply Now/ Enquire Now

Step 2

At homepage under Register Today, fill up the required details and click on Register Now.
(Full Name, Email ID, Mobile No, Programme, Date of Birth)

Step 3

Login to fill up the application using the User ID and Password sent through SMS and Email.
Click on the Application Form, fill up with your details and pay the Program Fee.

Step 4

Click on the Document Upload and then upload all necessary documents and recent
passport size photograph and click on Submit
For any query, email at admissions@cuidol.in or call at 1800121388800

OUR LEARNING METHODOLOGY

Chandigarh University has adopted the latest learning and training tools to deliver our well-designed, industry-oriented programs to our learners through our user-friendly Learning Management System (LMS), CUVERSE. We are a systematic amalgamation of synchronous interaction and asynchronous interaction where we provide pre-recorded video lectures, live interactive online sessions, webinars by experts, discussion forums for case/discussion/topical queries, peer learning, DSLM, and reference material for learners. Pre-reads of topics in LMS, There are frequent assignments in the form of test your understanding MCQs, case studies, and Q&A for the learner's conceptual grasping with feedback from the course coordinator. We have used the 4 Quadrant approach to effective online learning in the delivery of our course learning material.

CU VERSE allows instantaneously and dexterously setting up individualized learning paths for each of our learners, and it gives us immediate and correct feedback with automated nudges to keep learners on track. Peer learning, virtual classrooms, game-based learning, progress-based rewards, and badges make the courses more engaging. Furthermore, learners can watch pre-recorded (asynchronous) lectures at any time and from any location, which empowers them to learn at their own pace.





For Admission enquiry : 1800 1213 88800
Email : admissions@cuidol.in | helpdesk@cuidol.in





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Master of Business Administration (MBA)



2 YEARS | UGC Entitled Online Degree Program



Program Outline

This is a Master's Level program, leading to the grant of a degree of Master of Business Administration of JAIN (Deemed-to-be University). This two-year program offers foundation courses, core courses, elective courses, and a comprehensive master thesis intermediary apart from an option to pursue a cross-functional and open elective. The core and elective courses incorporate the AICTE's model curriculum as prescribed for a full-time MBA program. The elective courses have been designed keeping in mind the industry's requirements. The offering of these elective courses right from the 2nd Semester of the program ensures a deep dive into the elective. The program is designed to provide in-depth knowledge of the chosen elective and its applications in improving business processes and decision making. The program's curriculum is intended to increase a learner's business knowledge and leadership skills thus providing a way to accelerate one's career for corporate roles in management.

Electives & Fee Structure

Sl. NO	Electives Offered	Fee Per Year	Sl. NO	Electives Offered	Fee Per Year
1	Human Resource Management	INR 75,000	13	Digital Marketing and E-commerce	INR 1,00,000
2	Finance	INR 75,000	14	Banking and Finance	INR 1,00,000
3	Marketing	INR 75,000	15	Advertising and Branding	INR 1,00,000
4	General Management	INR 75,000	16	Strategy and Leadership	INR 1,00,000
5	Systems and Operations Management	INR 75,000	17	Entrepreneurship and Leadership	INR 85,000
6	Finance and Marketing	INR 85,000	18	Strategic Finance (Accredited by CPA, US + CMA, US)	INR 1,25,000
7	Human Resource Management and Finance	INR 85,000	19	Logistics and Supply Chain Management	INR 85,000
8	Marketing and Human Resource Management	INR 85,000	20	Retail Banking Operations	INR 85,000
9	Information Technology Management	INR 85,000	21	International Finance (Accredited by ACCA, UK)	INR 1,30,000
10	Healthcare Management	INR 85,000	22	Business Intelligence and Analytics (Accredited by IoA, UK)	INR 1,30,000
11	Project Management	INR 85,000	23	FinTech	INR 1,00,000
12	Data Science and Analytics	INR 1,00,000	24	Investment Banking and Equity Research	INR 1,00,000

Please Note - One Time University Registration Fee of ₹2,500 and Yearly Examination Fee of ₹3,000 are Applicable

www.onlinejain.com

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of Three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Admission Process



Visit our website
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Talk to Our
Counsellors for more details



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Admission Confirmation



Commencement
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Document Verification

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A Wide Range of Cross-functional
and Open Elective Courses



Learning Hours and Credits at par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



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2000+ Global Hiring Corporates



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🌐 www.onlinejain.com

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