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**Shoolini  
University**

**Online  
Degrees**  
UGC Entitled

# MBA & BBA POWER PROGRAM



**No.1 Private University in India**



World  
University  
Rankings  
2024



2024

WORLD  
UNIVERSITY  
RANKINGS



#JeetoCareerKiRace



**UGC**  
Entitled



**Prof. Ashish Khosla**  
Co-founder & President Innovation  
Shoolini University  
Ex- Citibank, HSBC, Marico, UNB  
Alum : IIM Calcutta, PEC



**Higher Ed & Life Long Learning:  
the keys to unlock employee motivation  
and retention**

**In India**, formal degrees define an individual's long-term career and social prospects. Thus Incentivizing lifelong learning taps into employees' intrinsic motivation.

**Research shows** that companies that encourage their employees' development through formal learning processes create a motivated workforce that is more likely to remain engaged and committed.

**I am proud to state** that our online programmes at Shoolini are truly amongst the best for industry readiness and overall personnel development.

**Mentored by world-class** academicians and leading industry professionals from Mckinsey, Citibank, HSBC, PWC, IIMS, IITs, Stanford, ISB our Online Degree programmes at Shoolini provide real skills and capabilities so critical in this era of lifelong learning.

*Thank you for considering our program.*

**TRANSFORM YOUR CAREER  
LEARN FROM THE TOP 1%**

# LEARN FROM CXO'S AND TOP INDUSTRY MENTORS



**Prof. Ashish Khosla**  
Co-founder & President Innovation  
Shoolini University  
Ex - Citibank, HSBC, Marico, UNB  
Alum : IIM Calcutta, PEC



**Tarun Gupta**  
Professor of Practice in  
Management  
Ex - Puncom, Airtel, Vodafone, Aircel  
Alum : YPS Patiala, PEC



**Munish Shehrawat**  
President and Dean FMS  
Shoolini University  
Ex - Nudge, HSBC, Citibank  
Alum : IRMA , Delhi University



**Ashoo Khosla**  
Co-founder & President Innovation  
Shoolini University  
Ex - Dr Reddy's, Novartis & NMC Group  
Alum : IGMCI, ISB



**Mohit Varma**  
Learning & Development Consultant  
Shoolini University  
Ex - NDTV, Reliance Communications  
Alum : ISB, St. Stephens's



**Sandeep Shivram Poduval**  
Ex - Deejital (Co-Founder),  
Commercial Bank of Dubai, Lowe  
Dubai  
Alum : BKSMB, BVM



**Amit Khanna**  
Adjunct Professor and Advisor  
Shoolini University  
Ex - McKinsey, Capital One, Genpact  
Alum : IIM Calcutta, IIT Delhi

# RANKINGS & HIGHLIGHTS



**TOP 200**  
UNIVERSITIES IN  
THE WORLD



**#1 IN INDIA**  
PRIVATE UNIVERSITY



**#73 IN INDIA**  
AMONG ALL UNIVERSITIES



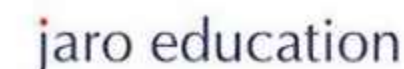
**#1 IN INDIA**  
PRIVATE UNIVERSITY

**250+**  
Top Companies  
have recently  
recruited our  
graduates

Unlock Career Opportunities  
at India's Top Companies.  
Join the Elite Ranks of our  
Alumni Network

**5000+**  
PLACEMENTS

**250+**  
GLOBAL  
ALLIANCES



AND MORE



## UNIQUE PROGRAM FEATURES

Our Power Program offers a truly unique learning journey to elevate your skills and knowledge

- Coursera / other similar exciting skill-based courses
- Real Industry exposure ( Live Projects from day 1 )
- Time Slots for One-on-One Mentorship / Industry Exposure
- 1 week of study on our beautiful campus during the program (optional)\*
- Placement assistance and support to enable you to kickstart a successful career

*\*Nominal board and lodging charges apply*

# FEES

## BBA (POWER PROGRAM) INR 1,08,000

3 Years (INR)	
1st Semester	18,000
2nd Semester	18,000
3rd Semester	18,000
4th Semester	18,000
5th Semester	18,000
6th Semester	18,000
<b>Total</b>	<b>1,08,000</b>

## MBA (POWER PROGRAM) INR 1,60,000

2 Years (INR)	
1st Semester	40,000
2nd Semester	40,000
3rd Semester	40,000
4th Semester	40,000
<b>Total</b>	<b>1,60,000</b>

- A discount of 10% is applicable if the program fee is paid in lump sum.
- A discount of 5% is applicable if the program fee is paid annually.
- EMI/Loan Options will be available only on full program fee.



 DURATION  
**3 YEARS**  
6 SEMESTERS

## CHOOSE YOUR **BBA SPECIALIZATION**

Our future-ready **BBA specializations** are designed by leading **Industry experts from the world's top 1% companies** to help you succeed in a dynamic, fast-changing business landscape.

DIGITAL MARKETING

MARKETING MANAGEMENT

FINANCIAL MANAGEMENT

COMPUTER SCIENCES

HUMAN RESOURCE MANAGEMENT

DIRECT SELLING



DURATION

**2 YEARS**

4 SEMESTERS



## **STAND OUT WITH AN INDUSTRY-READY MBA SPECIALIZATION ONLINE MBA**

The first two semesters share a uniform curriculum for all students, while the 3rd and 4th semesters maintain consistent core subjects. Course variations emerge based on individual electives and specializations.

Join our program today and take your career to the next level.

## **CHOOSE YOUR MBA SPECIALIZATION**

Our programs are **strategically designed to equip you with the skills and insights needed to thrive in a rapidly evolving business environment.** Prepare for success in the dynamic world of business with our industry-ready MBA specializations.

- MARKETING MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- FINANCIAL MANAGEMENT
- DIGITAL MARKETING
- RETAIL MANAGEMENT
- OPERATION MANAGEMENT
- BANKING & FINANCIAL SERVICES
- LOGISTICS & SUPPLY CHAIN MANAGEMENT
- TOURISM MANAGEMENT
- REAL ESTATE MANAGEMENT
- DIRECT SELLING MANAGEMENT
- DATA SCIENCE & BUSINESS ANALYTICS
- AGRI-BUSINESS MANAGEMENT
- BIOTECHNOLOGY MANAGEMENT
- FOOD TECHNOLOGY MANAGEMENT
- PHARMA & HEALTH CARE MANAGEMENT
- INFORMATION TECHNOLOGY MANAGEMENT



## PROGRAMME STRUCTURE - BBA

First Semester	Second Semester	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
Functional English-1	Marketing Management	Acing the Interviews with AI	Business Statistics	Taxation	Banking and Investment
Principles of Management	Functional English -2	Financial Accounting	Business Law	Sales Management	Specialization Elective I
Entrepreneurship	Human Resource Management	Marketing Research	Financial Management	Cost accounting	Specialization Elective II
Creativity Decoded	Consumer Behavior	Principles of Economics	Organizational Behavior	Specialization Elective	Specialization Elective III
Open Elective*	Open Elective*	Open Elective*	Open Elective*	Open Elective*	Open Elective*

All courses including the elective carry 4 credits each | \*Open Elective (To be chosen later on )



## PROGRAMME STRUCTURE - MBA

First Semester	Second Semester	Third Semester	Fourth Semester
Financial Accounting	Financial Management	Legal Aspects of Business	Strategic Management
Entrepreneurship	Marketing Research	Internship (8Weeks)	Research project-II
Organizational Behavior	Managerial Economics	Major Specialization	Major Specialization
Marketing Management	Human Resource Management	Major Specialization	Major Specialization
Creativity Decoded	Research Project-1	Major Specialization	Major Specialization
Open Elective*	Open Elective*	Statistics for Management	Sales Management
		Open Elective*	Open Elective*

All courses including the elective carry 4 credits each, except for Internship(3rd Sem) which carries 6 credits | \*Open Elective (To be chosen later on )



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