

INDIAN INSTITUTE OF INFORMATION
TECHONLOGY,LUCKNOW

MBA (Digital Business)

2 YEAR OFF CAMPUS, TECH-ENABLED PROGRAM

"LEAD THE FUTURE"



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Indian Institute of Information Technology, Lucknow
Chak Ganjaria, C.G. City, Uttar Pradesh, India
Pin Code-226002



|MBA (Digital Business)

COURSE DETAILS

KEY FEATURES

- Country's first MBA program in Digital Business
- Renowned national and international faculty
- Tech-enabled program (online mode)
- Simulations based pedagogy
- Lesser contact hours (2-4 hrs/day)
- Full time MBA degree
- Award of PG Diploma certificate on completion of first year (following NEP recommendations)
- Flexibility to complete the second year in the next 5 years. (following NEP recommendations)

REQUIRED ELIGIBILITY

Bachelor's degree in any discipline.

Note: Candidates yet to appear in their final year qualifying degree examinations in the academic session 2019-2020 may also apply.

**PROGRAM FEE: 1.5 LAKHS PER ANNUM
(PAYABLE IN 2 INSTALLMENTS)**

SELECTION PROCESS

Screening : Candidates will be shortlisted on the basis of their application forms and will be intimated about online personal interview by email.

Personal interview (PI): Shortlisted candidates will be further evaluated based on of their communication and interpersonal skills, analytical and problem-solving skills, general awareness and domain knowledge.

IMPORTANT DATE

Last date of submission of application form: 20.9.2020

CURRICULUM

TERM I

Business Environment
People Management
Business Decision Making
Professional Communication

TERM II

Project Management
Managerial Finance
Marketing Management
Digital Transformations

TERM III

Innovations and Design Thinking
Entrepreneurship
Strategic Management
Business Analytics
Capstone project

TERM IV

Digital Disruptions in Banks and Financial Institutions
Fintech (Financial Issues and Associated Risks)
Blockchain Technology (Crypto Assets and Tokens)
Digital Payments

TERM V

Digital and Social Media Marketing
E-Business and E-Commerce
Data Mining and Web Scraping
Competitive/Business Intelligence and Website Analytics

TERM VI

Advance Business Analytics
Artificial Intelligence and Machine Learning Using R
Big Data and Cloud Computing
Econometrics

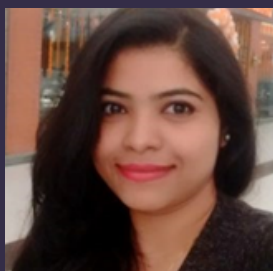


For more information, visit our website : iiitl@ac.in

PROGRAM COORDINATORS



Dr. Vinod Kumar
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Interim HOD (Management and Humanities)



Dr. Bindu Singh
PhD (IIT Roorkee)



Dr. Neelu
PhD (JNU, New Delhi)

FACULTY & INDUSTRY EXPERTS



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Dr. Chhavi Taneja
PhD (FMS, Delhi) MBA
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M.Sc, MA & PhD
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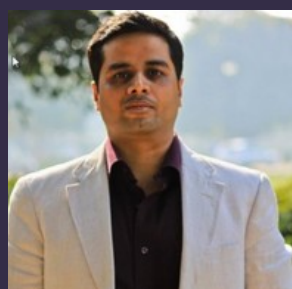
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For More Information, visit our website : iiitl.ac.in