



**MANIPAL**  
ACADEMY of HIGHER EDUCATION  
*(Institution of Eminence Deemed to be University)*

You Can Be  
The Next **Game  
Changer**

PROSPECTUS 2024-25

Master of Business Administration



**INSTITUTION  
OF EMINENCE**  
by Government of India



NAAC A++  
Accredited



**online**  
**MANIPAL**

# Manipal Academy of Higher Education (MAHE) Rankings

<p><b>ACCREDITATION</b></p> <p><b>INSTITUTION OF EMINENCE</b> by Government of India</p> <p>Among India's Few Universities Granted IOE Status</p>	<p><b>ACCREDITATION</b></p> <p><b>A++ NAAC</b></p> <p>Achieved Highest Accreditation Grade by NAAC</p>	<p><b>RANK 4</b></p> <p><b>nirf</b> NATIONAL INSTITUTIONAL RANKING FRAMEWORK</p> <p>Amongst India's Top 5 Universities in 2024</p>	<p><b>RANK 37</b></p> <p><b>QS</b> WORLD UNIVERSITY RANKINGS 2025</p> <p>Amongst South Asia's Top 40 Universities (2024)</p>	<p><b>RANK 175</b></p> <p><b>THE</b> World University Rankings 2024   20<sup>th</sup> edition</p> <p>Amongst Top Universities Under Young University Rankings (2024)</p>	<p><b>RANK 52</b></p> <p><b>Times Higher Education Impact Rankings</b></p> <p>Amongst World's Top Universities for Quality Education (2024)</p>
<p><b>RANK 1</b></p> <p><b>Outlook</b></p> <p>India's Top Deemed Universities by ICARE (2023)</p>	<p><b>RANK 2</b></p> <p><b>CAREERS 360</b></p> <p>Amongst India's Top 5 Private Universities (2024)</p>	<p><b>RANK 5</b></p> <p><b>THE WEEK</b></p> <p>Amongst India's Emerging Multidisciplinary Universities (2024)</p>	<p><b>RANKED 201-250</b></p> <p><b>THE</b> World University Rankings 2024 Asia</p> <p>#201-250 in Asia University Rankings (2024)</p>	<p><b>RANK 2</b></p> <p><b>EducationWorld</b> www.educationworld.in</p> <p>India's Top Private Universities in 2022-23</p>	<p>These rankings validate our academic model, pedagogy, and educational quality while establishing academic credibility and certifying a graduate's credentials to employers.</p>

# Give an individual a professional education and you have given him a lifestyle.

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Padma Shri awardee  
Dr. T M A Pai  
Founder  
Manipal Education & Medical Group

VISIONARY   PHILANTHROPIST   PHYSICIAN  
EDUCATIONIST   BANKER





# About Manipal Academy of Higher Education

Started in 1953 with Kasturba Medical College, **Manipal Academy of Higher Education (MAHE)** is one of India's leading academic and research institutions. It is a **globally engaged institution** with active partnership with more than **250 leading universities** around the globe. And it enjoys the status of '**Institution of Eminence**' granted by the **Ministry of Education, Government of India**. It is amongst the handful of private institutions in India to have received this prestigious recognition, further accentuating its status as a world-class institution for higher education.

MAHE now offers online higher education programs to students. MAHE's online degrees and certificates are **UGC-entitled and NAAC A++ accredited** and on par with on-campus programs. Government agencies, corporate organizations, and educational institutions widely recognise **MAHE's online degrees and certificates for jobs and higher education**.

## Flagship institutions of MAHE:

Kasturba Medical College (KMC) | Manipal Institute of Technology (MIT)  
Welcomgroup Graduate School of Hotel Administration | T.A. Pai Management Institute



Change is constant! The unprecedented Covid-19 pandemic has changed the way we did curriculum transaction. Today, online education has become an integral part of the mainstream education.

MAHE takes pride in offering quality online programs to aspirants of higher education and join hands with Government's vision to increase Gross Enrollment Ratio (GER) in higher education.

**Dr. H.S. Ballal**  
Pro-chancellor  
Manipal Academy of Higher Education (MAHE)



In line with the Sustainable Development Goals, MAHE is committed to providing inclusive and equitable quality online education and promoting lifelong learning opportunities for all.

**Lt. Gen. (Dr.) M.D. Venkatesh**  
Vice-chancellor  
Manipal Academy of Higher Education (MAHE)



MAHE's online program are industry-oriented and provide continuous learning opportunity for professionals to upgrade their skills & qualification.

**Dr. P. Giridhar Kini**  
Registrar,  
Manipal Academy of Higher Education (MAHE)



MAHE online program are designed using Learning Experience Design principles to ensure the desired learning outcomes. Industry oriented curriculum provides an opportunity for learners to learn the required skills.

**Dr. Manojkumar Nagasampige**  
Director  
Directorate of Online Education (DOE)  
Manipal Academy of Higher Education (MAHE)

**Learning is creation,  
not consumption.  
Knowledge is not  
something a learner  
absorbs, but something  
a learner creates.**

Source: George Couros





# A university of your choice



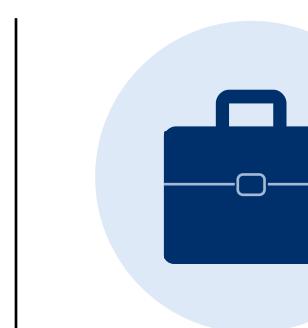
## World class education

- Access UGC-entitled online postgraduate degrees from a NAAC A++ accredited university with 70+ years of educational excellence. Learn from expert faculty who share real-world experiences.



## Industry-aligned curriculum

- Expand your domain knowledge through our modern curriculum that is aligned with industry trends. Attend live classes and access recorded lectures anytime, anywhere.



## Placement assistance

- Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.



## Exhaustive content & resources

- Access an exhaustive e-library with e-books, e-databases, journals, and more. Get free access to paid content on Coursera.



# A university of your choice



## Global networking opportunities

- Expand your professional networking and gain industry insights by interacting with a diverse peer group, faculty, and other industry experts.



## Attractive scholarships

- Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.



## Prestigious Manipal alumni status

- Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

# Program delivery

Our online programs are delivered through a state-of-the-art technology platform.



Your ability to succeed is going to depend on you filling a niche that's valuable.

Source: Scott Page



## Online degree programs

# MBA

Master of  
Business  
Administration



### Eligibility

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

### Duration

- 2 Years/24 Months (4 Semesters)

### Fee structure

- INR 2,80,000 (all inclusive)  
INR 70,000 (each semester)
- INR 1,500 (non-refundable application fee)

### Career prospects

(Upon completion of program)

- Marketing Director
- HR Director
- Finance Officer
- Operations Manager
- Senior Product Manager
- Management Consultant
- Lead Data Scientist
- Hospital Administrator
- Business Analyst
- Brand Consultant

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

# Master of Business Administration | Program structure

## First semester

Managing People and Organisations

Financial Reporting and Statement Analysis

Managerial Economics

Business Communication

Business Statistics

## Second semester

Financial Management

Marketing Management

Strategic Management

IT for Business

Business Leadership

Research Methodology

## Third semester

Management Accounting

Legal Aspects of Business

Choose from among 10 new-age specializations  
(details in next page)

3 courses in chosen area specialization

Minor Project

## Fourth semester

Entrepreneurship and Innovation

Sustainability

Capstone Project

Choose from among 10 new-age specializations  
(details in next page)

3 courses in chosen area specialization

- All courses carry 4 credits each
- The Capstone Project during the final semester carries 14 credits

# Master of Business Administration | Program specializations

## Specializations

## Third semester

## Fourth semester

**01** Finance

International Financial Management  
Security Analysis and Portfolio Management  
Mergers and Acquisitions

Fintech: Emerging Technologies in Finance  
Financial Analytics  
Financial Derivatives

**02** Marketing

Consumer Behavior  
Digital Marketing  
Services Marketing and Customer Relationship Management

Sales and Distribution Management  
Marketing Analytics  
Integrated Marketing Communication

**03** Human Resource Management

Compensation and Benefits  
Performance Management and Appraisal  
International HRM

Training and Development  
Talent Management and Employee Retention  
HR Analytics

**04** Information Systems

Enterprise Resource Planning  
Information Security  
Business Intelligence Tools

Project Management  
Digital Marketing  
Fintech: Emerging Technologies in Finance

**05** Business Analytics

Data Visualization  
Programming with R and Python  
Database Management

Financial Analytics  
Marketing Analytics  
HR Analytics

## Specializations

## Third semester

## Fourth semester

**06** Data Science

Data Visualization  
Programming with R and Python  
Database Management

Probability and Statistical Inference  
Applied Multivariate Data Analysis  
Machine Learning Methods

**07** Operations Management

Enterprise Resource Planning  
Total Quality Management  
Supply Chain Management

Project Management  
Services Operations Management  
Operations Research

**08** Healthcare Management

Health Informatics  
Health Education and Communication  
Health Insurance

Healthcare Operations Management  
Hospital Planning and Infrastructure Management  
Quality Management in Healthcare

**09** Pharmaceutical Management

Pharmaceutical Marketing  
Pharmaceutical Sales and Customer Relationship Management  
Intellectual Property Rights

Pharma Logistics Management  
Pharmaceutical Production Management  
Pharmaceutical Regulatory Environment

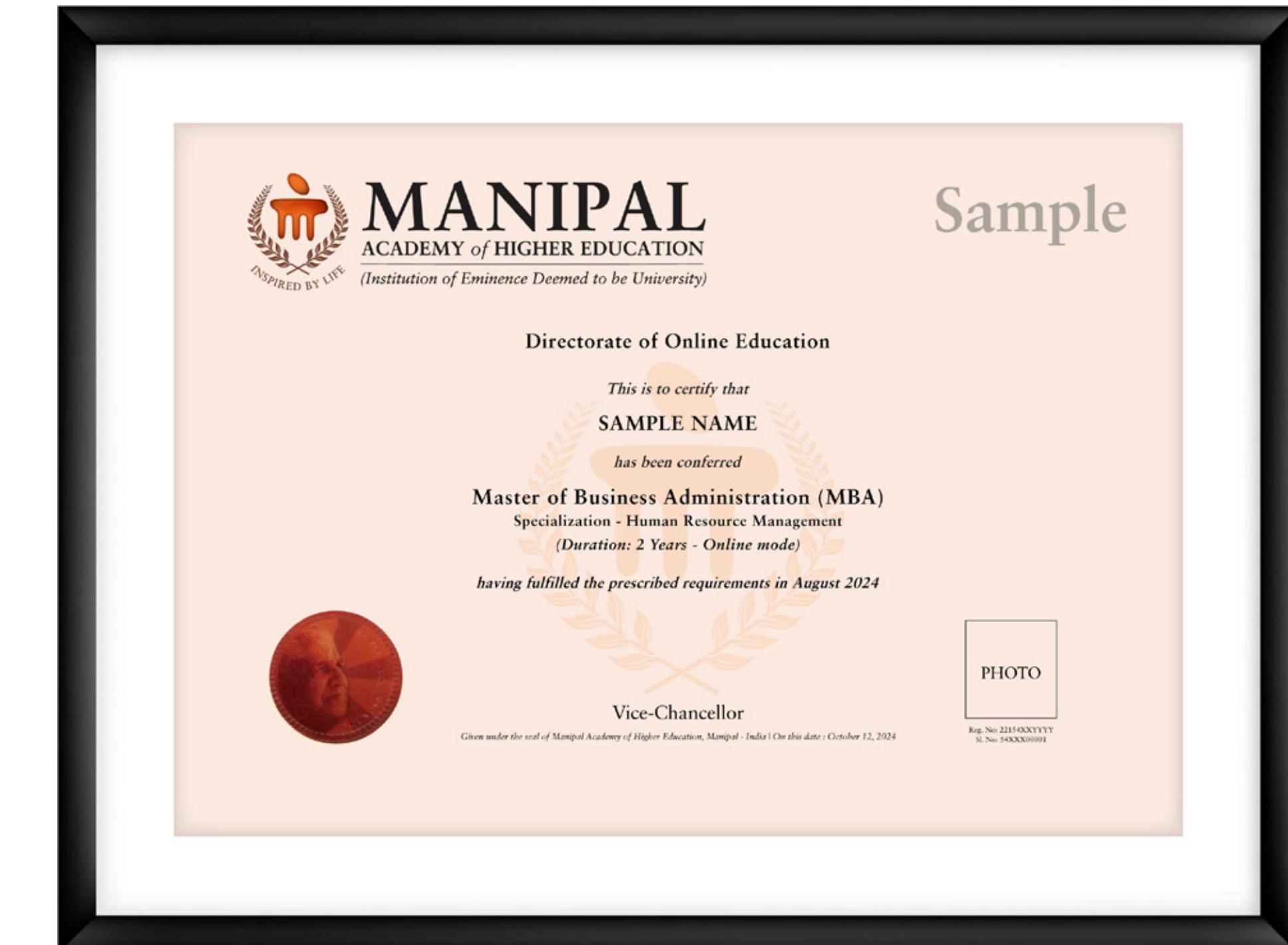
**10** Fashion Management

Fashion Merchandising and Marketing  
Fashion Trend Forecasting  
Fashion Brand Management

Supply Chain Management  
Visual Merchandising and Packaging  
Fashion Product Study and Design



# Sample certificate



Globally recognized and widely accepted by governments and organizations, the online degrees offered by Manipal Academy of Higher Education are at par with on-campus degrees and open doors to better professional opportunities.



# Get onboard



## Program registration

Fill in your basic, education & work experience-related details and pay the application fee to register.



## Fee payment

Pay the admission fee for the first semester/year or full program.



## Document upload

Upload supporting documents & submit your application.



## University approval

The university will evaluate your documents to confirm your admission.

# Meet the Manipal Group alumni who have emerged as world leaders!



**Satya Nadella**  
CEO  
Microsoft Corporation



**Banmali Agrawala**  
President  
Infrastructure, Defence  
and Aerospace,  
Tata Sons



**Rajeev Suri**  
CEO  
Inmarsat



**Vikas Khanna**  
Michelin Star Chef



**Dato Dr. Sheikh  
Muszaphar**  
Malaysia's First  
Astronaut



**George Muthoot**  
Chairman Muthoot  
Group

# Testimonials



**Amisha Alok**

With 2 years of experience in sales, I wanted to pursue an online MBA in Marketing to improve my job prospects and for better salary packages. Thanks to the flexibility of online classes, I'm able to manage my studies without quitting my job.



**Richa**

I wanted to hone my managerial skills. So, I decided to pursue an online MBA in Healthcare Management. MAHE is playing a key role in enhancing my knowledge



**Sirisha**

I couldn't pursue my master's degree after my marriage. Now that my son is grown up, I knew now is the time to restart my career. With certain years of technical experience in data science, I needed the right set of managerial skills to climb the career ladder. I hope this online MBA program will give me the necessary career boost.



**Sai Swaroop, online MBA**

With some experience in digital marketing and graphic designing, I want to advance my career and gain in-depth knowledge in my domain. Through MAHE's online MBA, I'm able to study anywhere, anytime, access recorded classes and get my doubts cleared from faculty who are approachable. Through free access to Coursera content, I'm able to enhance my skills and expand my knowledge.





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Directorate of Online Education (DOE)  
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