



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

Online MANIPAL

Empowering Tomorrow's **Leadership**

**Master of Business Administration
(Online MBA)**



UGC
Entitled



ACCREDITED WITH
A⁺
NAAC

Accredited

Prospectus 2025-26 • Program-MBA



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Online MBA

Master of Business Administration

Leap ahead in just 24 months, with a program that prepares you to excel as a leader in today's competitive world. Choose from 13 career-focused online MBA specializations to build a successful career path in your chosen domain.

Achieve an increased earning potential, gain job-ready business skills, and access to a global network of alumni.

Eligibility

- Candidates must have a 10 + 2 + 3-year bachelor's degree from a recognised university / institution or an equivalent qualification as recognised by the Association of Indian Universities.
- Candidates must have a minimum of 50% marks in aggregate in graduation (45% for reserved categories).

Duration

- Minimum 2 years (divided into four semesters)
- Maximum 4 years

Fee Structure

- INR 175,000 (INR 43,750 per semester) (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)



Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- Online program entitled by UGC
- 24x7 learning with best-suited content
- Career support to find your dream job
- Expert faculty and mentors
- Industry expert sessions, webinars and projects
- Foundation courses
- Access to Coursera
- Scholarships for deserving candidates



“

This program helped me enhance my management skills and provided practical knowledge that I apply daily in my current job role. The live sessions, webinars, and support from teachers were invaluable, encouraging me to think out of the box and approach challenges differently. Managing hectic work schedules and academics wasn't easy, but MUJ's flexible degree made it possible.

- Pooja Das

”

About MUJ

Launched in 2011 on invitation from the Government of Rajasthan, Manipal University Jaipur is a self-financed State Private University that has redefined academic excellence in the region.

The multi-disciplinary university offers career-oriented courses at all levels across diverse streams, with best-in-class infrastructure, including state-of-the-art research facilities and a digital library. In line with Manipal University's legacy of providing quality education to its students, the campus uses the latest in technology to impart education.

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

Padma Shri Dr. T.M.A. Pai

1898 - 1979
Founder - Manipal Group



Dr NN Sharma

President
Manipal University Jaipur



Dr Mallikarjuna Gadapa

Director of Online Education
Manipal University Jaipur



Manipal University Jaipur (MUJ) Accolades

ACCREDITATION



UGC- entitled Online Degrees
Equivalent to Campus Degree

ACCREDITATION



Rajasthan's 1st
NAAC A+ Accredited
University

ACCREDITATION



Globally Recognised
Online Degrees

ACCREDITATION



The Association
of Commonwealth
Universities

Member of ACU

RANK 64



Amongst India's Top 100
Universities in 2024

RANK 222



Amongst South Asia's Top 225
Universities (2025)

RANK 2



Amongst India's Top Emerging
Multidisciplinary Universities
(2024)

RANK 12



Amongst Top 15 Private
University - Constituent
Colleges Rankings (2024)

RANK 14



Amongst India's Top 20
Private Universities (2024)

RANKED 351-400



20th
edition

Amongst Top Universities
Under Young University
Rankings (2024)

The Right Step For The Right Future

World Class Education

Access UGC-entitled online degrees from a NAAC A+ accredited university with 14+ years of educational excellence. Learn from experienced faculty who are experts in their domains.

Next-Gen Pedagogy

Attend live classes and access recorded lectures & e-learning content anywhere, anytime through our advanced digital learning platform.

Global Networking Opportunities

Expand your professional network by interacting with peers, faculty & other professionals across industries. Attend regular webinars led by experts to get industry insights.

Prestigious Manipal Alumni Status

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

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 over 1,80,000 e-books, e-databases, journals, and more. Get free access to paid content on Coursera and an additional 110+ hours of skill enhancement content worth INR 50,000.

Attractive Scholarships

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



“

Currently employed with the Aditya Birla Group, after a break of 10 years from academics, I chose to pursue an online MBA to acquire practical skills that will help contribute to my current job role. By interacting with peers from diverse professional backgrounds, this program has not only equipped me with valuable skills but has also expanded my professional network.

”

- Rajat Kumar

First Semester

- Entrepreneurial Practice
- Business Communication (WAC)
- Managerial Economics
- Financial Accounting
- Data Visualization (Excel/Tableau)
- Organizational Behaviour
- Marketing Management

Second Semester

- Business Research Methods (R/Python)
- Operation Management
- Human Resource Management
- Management Accounting
- Financial Management
- Legal Aspects of Business
- Business Communication (VAC)

Third Semester

- Strategic Management
- Term Paper
- 4 elective courses in chosen area

Fourth Semester

- International Business Management
- Project
- 4 elective courses in chosen area
- For super specialization, elective group from semester 3 can be continued here

- Total credits: 90
 - Business Communication subjects in Semester 1 & 2 carry 2 credits each
 - Elective subjects carry 4 credits each
- Project during the final semester carries 6 credits

- **Note:** For super specialization, students will continue with subjects from their chosen elective group across both Semester 3 and Semester 4. For dual specialization, students can choose two elective groups. Semester 3 will cover all subjects from Elective 1, while Semester 4 will cover all subjects from Elective 2. Subjects from each elective group are completed in separate semesters, without overlap.

Program Specializations/Electives

Electives

01 Finance

- Security Analysis and Portfolio Management
- Financial Services
- Financial Statement Analysis
- International Financial Management

02 Marketing

- Sales and Distribution Management
- Consumer Behaviour
- Retail Marketing
- Marketing Research

03 Human Resource Management

- Human Resource Planning
- Management and Organizational Development
- Industrial Relations
- HR Issues in Corporate Restructuring

04 Analytics and Data Science

- Programming in Data Science
- Exploratory Data Analysis
- Introduction to Machine Learning
- Visualization

05 IT and FinTech

- Database Management Systems
- Software Engineering
- Technology Management
- Business Intelligence and Tools

Third Semester

Fourth Semester

- Financial Modelling
- Behavioural Finance
- Financial Econometrics.
- Financial Risk Management

- Services Marketing and Customer Relationship Management
- Strategic Marketing
- B2B Marketing
- Integrated Marketing Communication

- Compensation Management
- Performance Management
- Learning Organizations
- Organizational Change and Development

- Advanced Machine Learning
- Unstructured Data Analysis
- Business Analytics
- Data Scraping

- E-Commerce
- FinTech Payments and Regulations
- Cryptocurrency and Blockchain
- Information Systems Management

Program Specializations/Electives

Electives

06 Operations Management

- Advanced Production and Operations Management
- Introduction to Project Management
- Logistics and Supply chain Management
- Applications of Operations Research

07 International Business

- International Financial Management
- International Marketing
- International HRM
- Export-Import Management

08 Information System Management

- Software Engineering
- Database Management Systems
- Technology Management
- Business Intelligence and Tools

09 Project Management

- Introduction to Project Management
- Project Planning and Scheduling
- Project Finance and Budgeting
- Managing Human Resources in Projects

10 Supply Chain Management

- Logistics and Supply chain Management
- Outsourcing
- Digital Transformation in Supply Chain Management
- Inventory Management

Third Semester

Fourth Semester

- Services Operations Management
- Total Quality Management
- Production, Planning and Control
- Enterprise Resource Planning

- Foreign Trade of India
- Global Logistics and SCM
- International Business Environment and International Law
- Export-Import Finance

- Information Systems Management
- E-Commerce
- Computer Networks
- Java and Web Design

- Quantitative Methods in Project Management
- Project Risk Management
- Project Quality Management
- Contracts Management in Projects

- Global Logistics and Supply Chain Management
- Category Management in Purchasing
- Purchasing and Contracting for Projects
- Supply Chain Cost Management

Program Specializations/Electives

Electives

11 Banking, Financial Services & Insurance

Third Semester

- Bank Management and Financial Risk Management
- Financial Statement Analysis and Business Valuation
- Principles and Practices of Insurance
- Financial Services

12 Digital Marketing

Fourth Semester

- ALM and Treasury Management
- Banking Regulations and Risk Management in Banking
- Insurance Management
- Investment Banking and Wealth Management

13 Retail Management

- Introduction to Digital Marketing
- Social Media Marketing
- Search Engine Marketing and SEO
- Ethics in Digital Marketing

- Digital Branding and Reputation Management
- Digital Entrepreneurship
- E-Marketing
- Advertising and Brand Management

- Sales and Distribution Management
- Retail Customer Relationship Management
- Retail Marketing
- E-retailing

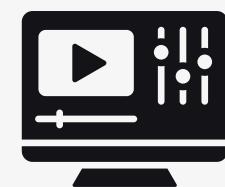
- International Retailin
- Entrepreneurship in Retail Business
- Retail Buying and Merchandising
- Advertising and Brand Management

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

eLearning: The Future Is Now!

The eLearning material will be made available to you on the Learning Management System (LMS) based on the four-quadrant approach, as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016. It includes a combination of the following eLearning content, namely

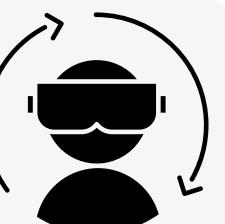
Video Lectures



Virtual Classrooms



Virtual Simulation



eText Materials



Interactive Material



Discussion Forums



“

I have learned key financial skills through this MBA, which has helped my current career. As this is a management degree, in addition to finance, I have learned how to be a good manager. We were provided with study materials, attended live lectures, completed assignments, and took online exams that gave me an on-campus feeling. The online exams were conducted with flexibility for working professionals.

”

- Devyanee Sharma

The More You Know

Evaluation

The assessment system has been conceived, developed, and administered on a rigorous and fair basis to bring out the best in you and prepare you for a challenging career. Your performance evaluation will be based on both continuous evaluation and term-end examinations.

Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and term-end examinations (TEE). The assessment ratio for (TEE) to CA is 70:30. The CA is based on assignments prepared by the University. TEE will comprise descriptive and multiple-choice type questions. You must score at least 40% in both CA and TEE to be declared as pass.

Practical papers (as applicable)

The assessment for the practical part is based on the performance in guided exercises (i.e. day-to-day exercises) and unguided exercises which will be conducted on the last day of the practical sessions in each subject with an external examiner. The assessment ratio for TEE to CA is 30:70. You must score at least 40% in both the parts to be declared as pass.

Examination

The university semester-end examinations will be held digitally viz. computer-based and online proctored. You can appear for the exams from the comfort and safety of your homes. A laptop or desktop computer with a functioning webcam connected to the Internet is required to appear for the exams. The details of the examination schedule will be made available in the photo admit card issued for appearing for the term end theory examinations. The university will share all examination details via the student portal.

Results

The results will be published on the student portal. If you fail to clear any of the papers (either in TEE or CA or both), you have to reappear for the relevant paper by applying to the university through the resitting application along with relevant fees, within the due date.

Awards and degree

Successful students, on satisfying all criteria stipulated by the university, will be awarded the respective degrees by the university.

Right to amend rules

The university reserves the right to add / delete / change / amend the syllabi, program structure, rules and regulations wherever considered necessary and appropriate without any prior notice. You are advised to go through the website frequently where all circulars and important information will be hosted from time to time. Promulgation of any such information on the website in the form of circulars / notices is considered to be adequate.

Jurisdiction

All disputes relating to university program and activities are subject to local jurisdiction (Rajasthan) only.

Enrol Now

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.



“

The online MBA from MUJ has given me the confidence to excel in my career. I'm confident that this degree has given me the chance to explore new opportunities to pursue my dream of leading a team in an organization. I was also able to build invaluable connections with my peers and gain communication skills, which will help me in a professional setting.

”

- Niharika Guruvara

Your Degree



Our Recruiters



IndusInd Bank





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