



**MANIPAL**  
UNIVERSITY JAIPUR

(University under Section 2(f) of the UGC Act)

**Online MANIPAL**

# Your Journey to Success Starts Here

MBA | BBA | MCA | BCA | MCOM | BCOM | MA-Economics | MA JMC

100% Online programs



UGC  
Entitled



ACCREDITED WITH GLORY  
**A+**  
NAAC

Accredited

Prospectus 2025-26



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# 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.

14+  
Years of educational  
excellence

100,000+  
Online Learners

10,000+  
Online Degree alumni

40+  
Student nationalities

2,000+  
Learner footprint  
across towns & cities  
of India

“

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 1<sup>st</sup>  
NAAC A+ Accredited  
University

## ACCREDITATION



Globally Recognised  
Online Degrees

## ACCREDITATION



The Association  
of Commonwealth  
Universities

Member of ACU

## RANK 58



Amongst India's Top 100  
Universities in 2025

## 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



20<sup>th</sup>  
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

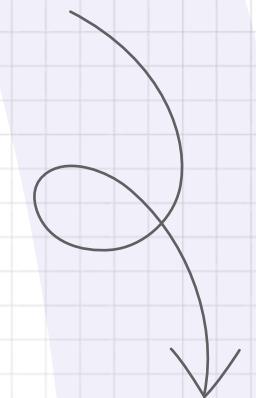
Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

## 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.



“

I wanted to specialize in marketing, which is why I decided to start by pursuing an online BBA. As a working professional, an online degree was the best choice for me. The faculty at MUJ are experienced and guide us well and the student portal is user-friendly.

”

- Rohan Kaywal

# 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



“

I have been working as a lab technician in Manipal University Jaipur for 8 years, I have good technical skills like video recording and editing. However, I wanted to improve my knowledge, so I decided to pursue an online MA JMC. I want to pursue my PhD after this online program, and I also hope to become a news anchor one day.

- Ashok Sharma

”

# 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)

## 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

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

### 13 Retail Management

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

## Fourth Semester

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

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

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

# Online BBA

## Bachelor of Business Administration

This BBA program offers a future-focused curriculum with in-demand specializations such as Marketing, Finance, HRM, Digital Business, and Data Analytics. Designed for aspiring business leaders, the program blends foundational knowledge with industry-relevant skills, equipping learners to excel in diverse roles across corporate, entrepreneurial, and global business landscapes. Flexible and practical, it's ideal for students aiming to build strong managerial and strategic capabilities early on.

### Eligibility

- Candidates must have completed 10+2 education from a recognized national or state board institution or 10+3 diploma from a recognized national or state institute.
- Candidates must have at least 40% aggregate in 10+2 / diploma (35% for reserved categories).

### Duration

- Minimum 3 years (divided into six semesters)
- Maximum 6 years

### Fee Structure

- INR 135,000 or INR 22,500 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)



# Online BBA

# Program Structure

## First Semester

- ◆ Business and Management Functions
- ◆ Financial Accounting
- ◆ Microeconomics
- ◆ Entrepreneurship and Innovation Management
- ◆ Universal Human Values
- ◆ Office Automation Tools

## Second Semester

- ◆ Macroeconomics
- ◆ Financial Management
- ◆ Organizational Behaviour
- ◆ Community Development
- ◆ Introduction to Python
- ◆ Statistics for Managers
- ◆ Business Communication

## Third Semester

- ◆ Operations Management
- ◆ Human Resource Management
- ◆ Marketing Management
- ◆ Cost & Management Accounting
- ◆ Interview Skills and Etiquettes
- ◆ Business and Corporate Laws
- ◆ Business Environment

## Fourth Semester

- ◆ Indian Financial System
- ◆ Business Research Methods
- ◆ Supply Chain Management
- ◆ E-Commerce
- ◆ Design Thinking (MLC)
- ◆ Environmental Science
- ◆ Technology Management

## Fifth Semester

- ◆ Fundamentals of Business Analytics
- ◆ International Business Management
- ◆ 3 subjects in the area of electives

## Sixth Semester

- ◆ Strategic Management
- ◆ Management Information System Project
- ◆ 3 Subjects in area of elective

- ◆ Total credits: 126
- ◆ Elective subjects carry 3 credits each
- ◆ Project during the final semester carries 6 credits

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# Program Specializations/Electives

## Specializations

### 01 Human Resource Management

- Industrial Relations & Labour Laws
- Compensation Management
- Human Resource Planning & Development

### 02 Marketing

- International Marketing
- Consumer Behavior
- Digital Marketing

### 03 Finance & Accounting

- Financial Statement Analysis and Reporting
- Security Analysis and Portfolio Management
- Personal Financial Planning

### 04 Entrepreneurship Management & Family Business

- Psychological Aspects of Entrepreneurs
- Growing the Family Business in the Global Environment
- Social Entrepreneurship

### 05 Data Analytics

- Database Management System
- Digital Marketing
- Business Analytics for Decision Making

## Fifth semester

## Sixth semester

- International Human Resource Management
- Talent Management and Employee Retention
- HR Audit and Capital Management

- Sales & Distribution Management
- Advertising Management
- Green Marketing

- Mergers and Acquisitions
- Investment Banking & Financial Services
- Corporate Accounting

- Marketing for Startups
- Entrepreneurship & Industry 4.0/5.0/6.0
- Scaling Excellence through Innovation & Incubation

- Social media and Web Analytics
- Data Mining and Warehousing
- Data Visualization with R

# Program Specializations/Electives

## Specializations

### 06 Retail and E-Commerce

## Fifth semester

- IT in Retail
- Visual Merchandising
- Entrepreneurship in Retail Business

## Sixth Semester

- Retail Logistics Management
- Digital Marketing for Retail Business
- Enterprise Resource Planning (ERP)

### 07 Digital Marketing

## Fifth semester

- Introduction to Digital Media
- IT in Business
- Entrepreneurship and Digital Marketing

- E-Marketing
- Advertising and Brand Management
- New Media and Social Media Spectrum

- 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.

# Online Master of Computer Applications **MCA**

## Master of Computer Applications

This MCA program features a future-ready curriculum with in-demand specializations like AI, Data Science, Cybersecurity, and Full Stack Development. Designed for tech-driven professionals, it blends core computer science knowledge with real-world applications, preparing students for roles in software development, data analysis, IT management, and more. Flexible and industry-focused, it's ideal for those looking to build strong technical and problem-solving skills for today's digital economy.

### Eligibility

- Candidates must have completed 10+2+3-year bachelor's degree in Computer Applications/Computer Science/Information Technology from a recognized university/institution, or an equivalent qualification as recognized by the Association of Indian Universities (AIU) or other competent bodies.  
Candidates who have completed 10+2+3-year bachelor's degree from other streams like Science, Business Administration, Business Management, Arts & Humanities, Commerce, etc. are also eligible for MCA admission but they have to attend and complete a compulsory bridge course in fundamentals of computer and IT along with their Semester 1 courses. Additionally, candidates who have not studied mathematics during their 10 + 2/bachelor's degree programs must attend and complete a compulsory bridge course in mathematics along with other semester 1 courses.
- 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 158,000 or INR 39,500 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)



## First Semester

- ◆ Fundamentals of Computer
- ◆ Fundamental of Mathematics
- ◆ Discrete Mathematics and Graph Theory
- ◆ Python Programming
- ◆ Programming & Problem-Solving using C
- ◆ Relational Database Management System
- ◆ Data Visualization
- ◆ Relational Database Management - Lab
- ◆ Programming & Problem-Solving using C - Lab
- ◆ Python Programming - Lab

## Second Semester

- ◆ Computer Networks & Protocols
- ◆ Object Oriented Programming using JAVA
- ◆ Operating System
- ◆ Data Structure and Algorithms
- ◆ Computer Architecture
- ◆ Elective – I
- ◆ Object Oriented Programming using JAVA - Lab
- ◆ Data Structure and Algorithms - Lab

## Third Semester

- ◆ Unix & Shell Programming
- ◆ Web Technology
- ◆ Software Engineering & Project Management
- ◆ Elective – I
- ◆ Elective – III
- ◆ Unix & Shell Programming – Lab
- ◆ Web Technology - Lab

## Fourth Semester

- ◆ Mobile Application Development
- ◆ Project Work
- ◆ Elective - IV

- ◆ Total credits: 85
- ◆ Labs carry 1 credit each
- ◆ Project Work during the final semester carries 8 credits Computer Architecture during 2nd semester carries 2 credits
- ◆ All other courses carry 4 credits

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.

# Program Specializations/Electives

## Electives

### 01 AI and Data Science

- Artificial Intelligence

### 02 Cloud Computing

- Fundamentals of Cloud Computing

### 03 Cybersecurity

- Cybersecurity Essentials

### 04 Comprehensive Emerging Technologies

- IoT Essentials

### 05 AI & ML

- Fundamentals of Artificial Intelligence and Problem Solving

## Elective I

## Elective II

## Elective III

## Elective IV

- Categorical Data Analysis and Generalized Linear Models

- Deep Learning and Text Mining

- Applied Data Analytics

- Cloud Architecture and Services

- Google Cloud Essentials

- Cloud Application Development

- Cyber Law and Ethics

- Ethical Hacking

- Cryptography and Network Security

- Data Mining Techniques

- Blockchain Technologies

- Big Data Analytics and Business Intelligence

- Introduction to Machine Learning

- Fundamentals of Unsupervised Learning

- AI in Project Management

# Online BCA

## Bachelor of Computer Applications

This BCA program delivers a tech-forward curriculum with specializations in Data Analytics, Cloud Computing, Cybersecurity, and Full Stack Development. Designed for future-ready professionals, it combines core computing principles with practical, hands-on training to prepare students for high-demand roles in IT, software development, and emerging tech sectors. With a flexible learning approach, it's perfect for those aiming to build a strong foundation in computer applications and advance in the digital economy.

### Eligibility

- Candidates must have completed 10+2 from a recognized national or state board institution or 10+3 diploma from a recognized national or state institute.
- Candidates must have at least 40% aggregate in 10+2 / diploma (35% for reserved categories).

### Duration

- Minimum 3 years (divided into six semesters)
- Maximum 6 years

### Fee Structure

- INR 135,000 or INR 22,500 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)



## First Semester

- ◆ Fundamentals of Mathematics
- ◆ Technical Communication
- ◆ C Programming
- ◆ Fundamentals of Computers & Digital Systems
- ◆ Introduction to Web Programming
- ◆ C Programming Lab
- ◆ WebProgramming Lab
- ◆ Environmental Science

## Second Semester

- ◆ Basic Statistics and Probability
- ◆ Data Structures
- ◆ Database Management System
- ◆ Principle of Programming Languages
- ◆ Object-Oriented Programming using C++
- ◆ Database Management System Lab
- ◆ Data Structures using C++ Lab

## Third Semester

- ◆ Computer Organization and Architecture
- ◆ Java Programming
- ◆ Data Communication & Protocols
- ◆ Operating Systems
- ◆ Artificial Intelligence for Problem Solving
- ◆ Java Programming Lab
- ◆ Operating System Lab

## Fourth Semester

- ◆ Python Programming
- ◆ Software Engineering
- ◆ Data Mining & Visualization
- ◆ Introduction to Network Security
- ◆ Python Programming Lab
- ◆ Data Mining and Visualization Lab

## Fifth Semester

- ◆ Mobile Application Development
- ◆ Machine Learning
- ◆ Cloud Computing & Applications
- ◆ Machine Learning Lab
- ◆ Aptitude and Technical Development
- ◆ Elective-I

## Sixth Semester

- ◆ Wireless Communication
- ◆ Unix and Shell Programming
- ◆ Big Data
- ◆ Unix and Shell Programming Lab
- ◆ Project
- ◆ Elective-II

- ◆ Total credits: 125
- ◆ Labs carry 1 credit each
- ◆ Project during the final semester carries 3 credits
- ◆ All other courses carry 4 credits each
- ◆ Technical Communication and Environmental Science during the first semester carry 2 credits each

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.

# Program Specializations/Electives

## Specializations

Choose one

## Fourth semester

### Elective-I

- Cloud Computing - Distributed System
- Data Science & Analytics - Big Data Analytics
- Cyber Security - Ethical Hacking

## Fifth semester

### Elective-II

- Cloud Computing - Cloud Storage and Data Management
- Data Science & Analytics - Data Visualization with Python
- Cyber Security - Information Systems Security

- 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.

# Online MCom

## Master of Commerce

This MCom program offers a future-ready curriculum with specializations in Finance, Accounting, International Business, and Analytics. It blends advanced commerce knowledge with real-world skills, preparing students for roles in finance, strategy, and global business. Flexible and industry-focused, it's ideal for building strong analytical and leadership capabilities.

### Eligibility

- Candidates must have completed 10+2+3-year bachelor's degree from a recognized university/institution or an equivalent qualification as recognized by the Association of Indian Universities.

### Duration

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

### Fee Structure

- INR 108,000 or INR 27,000 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)



# Online MCom

# Program Structure

## First Semester

- ◆ Management Concepts and Organizational Behavior
- ◆ Managerial Economics
- ◆ Financial Management
- ◆ Cost Analysis and Control
- ◆ Business and Economic Laws
- ◆ Financial Accounting and Reporting

## Second Semester

- ◆ Research Methodology and Statistical Analysis
- ◆ Management Accounting
- ◆ Marketing Management
- ◆ Business Environment
- ◆ Project Planning, Appraisal and Control
- ◆ Management of Financial Institutions, Market and Service

## Third Semester

- ◆ Strategic Management
- ◆ E-commerce
- ◆ International Business
- ◆ Corporate Tax Laws and Planning
- ◆ Security Analysis and Portfolio Management
- ◆ Management Information System

## Fourth Semester

- ◆ Advanced Corporate Accounting
- ◆ Audit and Assurance
- ◆ Risk Management
- ◆ Business Ethics and Corporate Governance
- ◆ Indirect Taxes - GST
- ◆ Project report

- ◆ All courses carry 4 credits each
- ◆ 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.

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# Online **BCom**

## Bachelor of Commerce

This BCom program offers a future-focused curriculum with specializations like Accounting, Finance, Banking, and International Business. Designed for aspiring commerce professionals, it blends core business knowledge with practical skills to prepare students for diverse roles in corporate, financial, and entrepreneurial settings. Flexible and industry-aligned, it's ideal for learners aiming to build strong analytical and financial expertise early in their careers.

### Eligibility

- Candidates must have completed 10+2 from a recognized national or state board institution or 10+3 diploma from a recognized national or state institute.
- Candidates must have at least 40% aggregate in 10+2 / diploma (35% for reserved categories).

### Duration

- Minimum 3 years (divided into six semesters)
- Maximum 6 years

### Fee Structure

- INR 99,000 or INR 16,500 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)



# Online BCom | Program Structure

First Semester	Second Semester	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
<ul style="list-style-type: none"><li>◆ General English</li><li>◆ Economic Theory</li><li>◆ Fundamentals of Accounting I</li><li>◆ Business Organization</li><li>◆ Principles of Business Management</li></ul>	<ul style="list-style-type: none"><li>◆ Computer Awareness and Internet</li><li>◆ Marketing Management</li><li>◆ Fundamentals of Accounting I</li><li>◆ Business Law</li><li>◆ Fundamentals of Entrepreneurship and Innovation</li><li>◆ Economic Environment in India</li></ul>	<ul style="list-style-type: none"><li>◆ Business Communication</li><li>◆ Financial Management</li><li>◆ Cost Accounting</li><li>◆ Business Statistics</li><li>◆ Financial Statement Interpretation</li></ul>	<ul style="list-style-type: none"><li>◆ Indirect Taxes</li><li>◆ Financial Services</li><li>◆ Corporate Accounting</li><li>◆ Environmental Science</li><li>◆ Human Resource Management</li></ul>	<ul style="list-style-type: none"><li>◆ Management Accounting</li><li>◆ Investment Options and Mutual Funds</li><li>◆ Money and Banking</li><li>◆ E-commerce</li><li>◆ International Trade and Finance</li></ul>	<ul style="list-style-type: none"><li>◆ Entrepreneurship Development</li><li>◆ Principles and Practice of Auditing</li><li>◆ Business Environment</li><li>◆ Direct Taxes</li><li>◆ Dissertation</li></ul>

- ◆ Dissertation carries 8 credits
- ◆ All courses carry 4 credits each
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# Online Master of Arts in Economics

## First Semester

- Microeconomics-I
- Macroeconomics-I
- Fundamentals of Mathematics and Statistics
- Indian Economy
- Public Economics and Policy

## Second Semester

- Microeconomics-II
- Macroeconomics-II
- Intermediate Econometrics
- History of Economic Thought
- Economics of Innovation and Entrepreneurship

## Third Semester

- Application of Data Science in Economics
- Environmental Economics
- Development Economics
- Game Theory
- Term Paper
- Health Economics Elective I  
(choose any one) Behavioural Economics Agriculture Economics

## Fourth Semester

- International Economics
- Monetary Economics
- Operation Research in Economics
- Elective II (choose any one)
  - Labor Economics
  - Economics of Human Development
  - International Financial System
  - Dissertation

- Electives in 3rd semester and 4th semester carry 4 credits each
- Dissertation carries 6 credits
- All courses carry 4 credits each
- 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.

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# Online MA JMC

## Master of Arts in Journalism & Mass Communication

This MA program offers a future-ready blend of journalism, digital media, PR, and communication. With specializations in key media fields, it equips students with practical skills and strategic insight for careers in news, content, and corporate communication. Ideal for those ready to lead in a fast-evolving media landscape.



### Eligibility

- Candidates must have completed 10+2+3-year bachelor's degree from a recognised university/ institution or an equivalent qualification as recognised by the Association of Indian Universities.

### Duration

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

### Fee Structure

- INR 1,40,000 or INR 35,000 per semester (includes an examination fee of INR 5,000)
- INR 500 (non-refundable application fee)

Online

# MA JMC

# Program Structure

## First Semester

- ◆ Basics of Language
- ◆ Social Structure and Current Affairs
- ◆ Fundamentals of Photography
- ◆ Communication Theories and Models
- ◆ Concept of News and Reporting
- ◆ Development of Media
- ◆ Basics of Audio and Visual Communication

## Second Semester

- ◆ Media Language
- ◆ Political Science and Current Affairs
- ◆ Digital Publishing
- ◆ Editing and Layout Designing
- ◆ Public Relations
- ◆ Broadcast Journalism
- ◆ Media Laws and Ethics
- ◆ Development Communication

## Third Semester

- ◆ Writing for New Media
- ◆ Intercultural Communication and Current Affairs
- ◆ Mobile Editing Software
- ◆ Elective Set A
- ◆ Elective Set B
- ◆ Communication Research
- ◆ Minor specialization
- ◆ Internship evaluation

## Fourth Semester

- ◆ Script and Screenwriting
- ◆ Economic Structure and Current Affairs
- ◆ Basics of Audio and Video Editing
- ◆ Film Appreciation
- ◆ Final project
- ◆ Dissertation

- ◆ All courses carry 4 credits each
- ◆ 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.

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# Program Specializations/Electives

## Electives

### 11 Elective: Set A

- Beats of Journalism

### 12 Elective: Set B (Choose one)

- Mobile Journalism, Advertising Theory & Practice

### 13 Minor specialization (Choose one)

- Corporate Communication, Data Journalism

## Third Semester

## Forth Semester

### Final Project

Medium wise:

- Print Production
- Audio Production
- A/V Production
- Website Management

Beat wise:

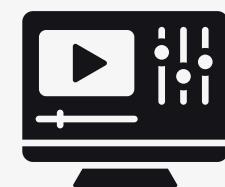
- Social
- Political
- Cultural
- Business
- Sports
- Science

- 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

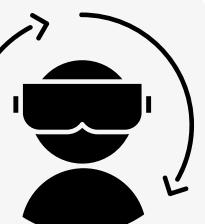
## Video Lectures



## Virtual Classrooms



## Virtual Simulation



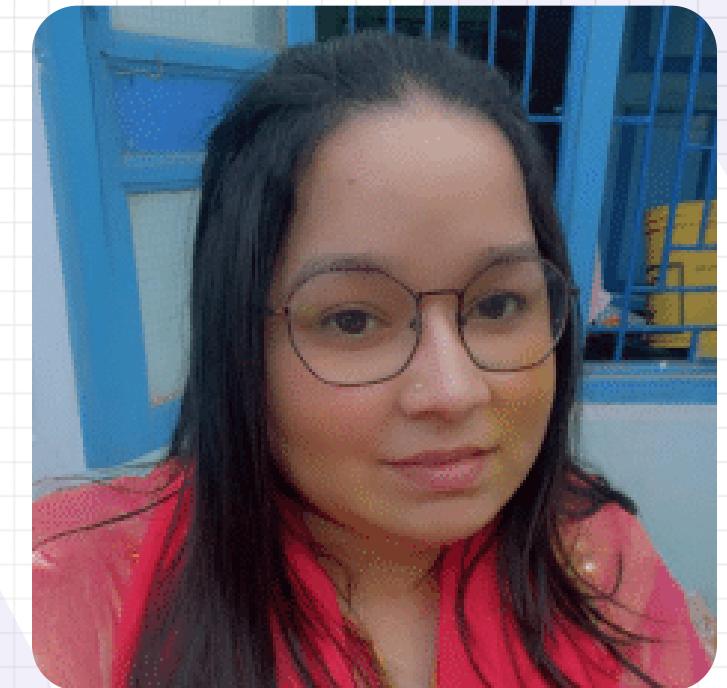
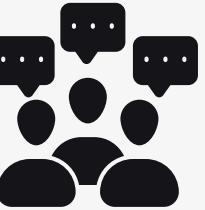
## eText Materials



## Interactive Material



## Discussion Forums



“

I was married off at a young age and couldn't continue my studies further. After my 12th grade, I couldn't study for over 5 years. With Online Manipal, I'm able to study at my own pace and convenience. I hope to pursue my MBA degree as well and become an HR manager in future.

”

- Khatija Iqbal

# 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.

# Application Process

## 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.

**Enroll Now**



“

Working as a business associate in a bank and with 10 years of work experience, I want to improve my skills in marketing and sales. An online BBA degree was the best choice considering the flexible learning opportunities that Online Manipal offers. The curriculum of the online BBA program is very good and the mentorship we receive from course coordinators is excellent.

”

- Vishal Purthy

# Placement Assistance

**25,000+**

Learners offered placement assistance

**20,000+**

Opportunities created

**500+**

Hiring partners

**1,000+**

Industry-readiness videos, live sessions

## Upskilling & Certifications

Boost your career opportunities by building in-demand skills and earning recognized certifications.

## Industry Interaction

Live industry interaction sessions to connect learners to experts who share real world insights & experiences, career tips, and current industry trends. These interactions are aimed at equipping learners with relevant skills to become job ready.

## Self-pace Learning

Learn anytime, anywhere, with our recorded modules focused on improving verbal & communication skills, resume writing & professional etiquette development, and practical knowledge on trending tools.

## Employability Skill Assessment

Identify your strengths and weaknesses through skill assessment and build competencies to improve your employability quotient.

## Ai-powered Placement Portal

Online Manipal's cutting edge AI-powered placement portal allows learners to prepare for interviews and apply for job opportunities. With unlimited mock interviews, learners can practice anytime, as often as they need—while receiving instant feedback and recommendations.

## Placement Drives & Job Fairs

Kickstart your career through a myriad of opportunities that connect you with recruiters across industries. Explore multiple job roles, attend interviews, and engage with hiring teams.

