



**VIVEKANANDA GLOBAL  
UNIVERSITY, JAIPUR**

(Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2 (f) of UGC Act, 1956)

**ON. VGU**  
O N L I N E V G U  
Entitled by UGC

**CDOE** CENTRE FOR  
DISTANCE AND  
ONLINE  
EDUCATION  
Vivekananda Global University

# Online Degree Programme



# MBA

## Master of Business Administration

**ADMISSION  
OPEN**



# ABOUT VGU

Vivekananda Global University is one of the leading private universities in India. VGU is a NAAC A+ accredited and UGC approved institution supplementing the young generation with a credible step forward in their careers. All programmes of VGU are UGC and other regulatory bodies approved. VGU is committed to providing excellence in education, research, consultancy, and the promotion of human advancement. We have set up thousands of benchmarks and created an impact on higher education unparalleled to any other. We have been proudly accoladed with the title of:

- The Most Preferred Private University Of The Year-WEST for 2 Consecutive Years.(2018/19)
- 4 Star Rated Green Campus by ASSOCHAM, India
- Acknowledged in the Forbes List 2018 Among 35 Institutes Across India
- Certified as a Global League Institute 2019-20, With rating of 4,1/5 based on the Student Satisfaction Survey



100+ Courses



25+ Incubated Start ups



5000+ Learners



1500+ Placements

# APPROVALS & ASSOCIATIONS



ज्ञान-विज्ञान-विमुक्तये

Online Programme  
Entitled by UGC



Accredited by National  
Assessment & Accreditation  
Council



All India Council for  
Technical Education

# APPROVALS & ASSOCIATIONS

Trust and Legacy built by VGU over the years is now extended to Online VGU, a state-of-the-art online higher education initiative that aims to deliver new-age degrees to learners with the promise of quality, flexibility, and accessibility. Get access to transformative knowledge at your comfort and the stellar credibility of one of the most renowned Universities in the country.

# Why choose us?

**Online Programme Entitled by UGC**  
(Certificate awarded by VGU Jaipur, rated A+ by NAAC.)



**Bespoke Industry-ready specialisation**  
(Make yourself industry ready by learning new-age future skill specialisations)



**Self-paced online degree**  
(Study while working. Learn from anywhere with optimum flexibility)



**Mentorship with Corporates**  
(Have corporate coaches, Industry experts, and faculties as your mentors)



**Live Sessions by Seasoned Faculties**  
(Enrich yourself with online classes conducted by Experienced faculties)



**AI Based Virtual Proctored Examination**  
(Appear in the Examination from any place through online)



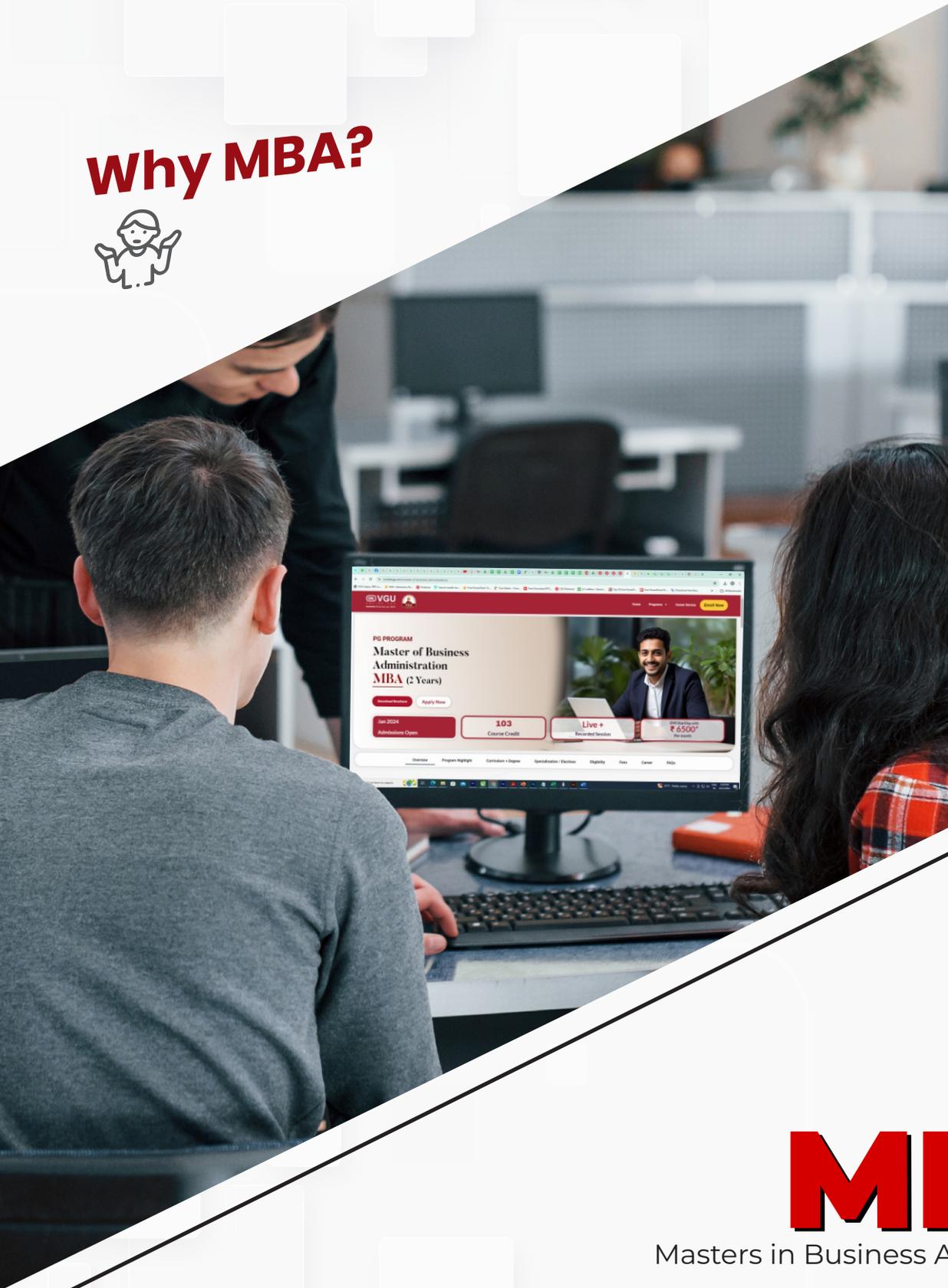
**Career Support**  
(Get Career guidance from Eminent Industry Professionals)



**Dedicated Learner Support Service**  
(Personalized support through dedicated learner support team)



# Why MBA?



# MBA

Masters in Business Administration

Our Online Master of Business Administration program fosters the skills of the business world amongst the learners that they need to adhere to survive in the constantly changing corporate world. The two-year Master of Business Administration degree prepares learners to manage and facilitate organizational needs. Our MBA program teaches learners the skill of propelling economic activity and managing assets generated by companies. Our Online MBA provides the flexibility of learning, interactive sessions with industry experts and builds confidence in the global job market.

## Career Avenues

Financial Analyst  
Marketing Coordinator  
Operations Executive  
Business Development Associate

Operations Manager  
Marketing Manager  
Business Analyst  
Human Resources Manager  
Financial Controller

Chief Operating Officer (COO)  
Director Marketing  
Director Finance  
Chief Executive Officer (CEO)  
Business Development Director

## Elective Pool

Marketing

Financial Management

Healthcare Management

Human Resource Management

Agri Business

Operations Management

Information Technology Management

International Business Management

## Eligibility

Passed Bachelor Degree of minimum 3 years duration.

## Duration

2 Years/24 Months (4 Semesters) 4 yrs Maximum duration for completion

## Academic Fee

₹ 32,500 / Semester  
For National Applicant

₹ 65,000 / Semester  
For International Applicant

## Program Structure – MBA

### Semester 1

#### Name of the Subject

#### Credits

Managerial Economics	4
Quantitative Methods for Management	4
Accounting for Managers	4
Legal Aspects of Business	4
Management Concepts	4
Organizational Behaviour	4
Business Environment	4
Business Ethics	2

**TOTAL**

**30**

## Semester 2

### Name of the Subject

### Credits

Human Resource Management	3
Financial Management	4
Marketing Management	3
Research Methodology	4
Introduction to Agri Business Management	3
Management Information System	3
International Business Management	3
Total Quality Management	3
Digital Marketing	
Innovation & Design Thinking	2
Business Communication	2

**TOTAL**

**30**

## Semester 3

### Name of the Subject

### Credits

#### Compulsory Subjects

Project Management	3
Supply Chain Management	3
Strategic Management	3
Entrepreneurship & Innovation Management	2

**11**

#### Electives ( 4 Paper from chosen Electives )

#### Marketing

Consumer Behaviour	3
Marketing of Services	3
Integrated Marketing Communication	3
Sales Distribution & Logistics Management	3

**12**

#### Human Resource Management

Employee Legislation	3
Strategic Human Resource Management	3
Training & Development	3
Performance Management & Talent Retention	3

**12**

## Financial Management

Principles & Practices of Banking  
Management of Financial Services  
Financial Innovation and Risk Management  
Security Market and Portfolio Management

3  
3  
3  
3

12

## Agri Business

Livestock Production & Management  
Farm Management  
Fertilizer Technology and Management  
Agricultural Marketing Trade and Prices

3  
3  
3  
3

12

## International Business Management

International Trade Procedures and Documentation  
International Marketing Management  
Global HRM  
International Financial Management

3  
3  
3  
3

12

## Operations Management

Operations Planning & Control  
World Class Manufacturing  
Project Formulation & Analysis  
Inventory & Purchase Management

3  
3  
3  
3

12

## Healthcare Management

Hospital Management 1  
Hospital Services and Quality Management  
Hospital Management 2  
Industrial Health and Safety Management

3  
3  
3  
3

12

## Information Technology Management

Enterprise Resource Planning  
Database Management System  
System Analysis and Design  
Networking Concepts

3  
3  
3  
3

12

**TOTAL : 23**

## Semester 4

### Name of the Subject

### Credits

Practical Training in Industry  
Indian Knowledge System\*  
AI for Business\*  
Universal Human Values\*  
Financial Reporting & IFRS\*

8  
3  
3  
3  
3

\* Subject to Approval

**TOTAL**

**20**

**Total Credits for Degree : 103**

**ALL POWER IS WITHIN YOU ;  
YOU DO ANYTHING  
AND EVERYTHING**

 *Swami Vivekananda*



# Academic Delivery Mechanisms



**Live, Interactive Lectures  
by seasoned faculties**



**Industry Expert Sessions  
and Webinars**



**Pre. Recorded AV Content  
for Flexible Learning**



**Asynchronous Discussion Forum  
to Inculcate Peer Learning**



**Gamified Quizzes, MCQ's, Case  
Studies, Simulations & Projects**



**Flexibility to Learn Anytime,  
Anywhere through VGU-LMS**



**24x7 Learner Support  
Center & Mentors**

# Internal ≡ Assessment

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## Internal Assessment (30 Marks)

- ▶ Assignment 1 (10 Marks)
- ▶ Assignment 2 (15 Marks)
- ▶ Participation in overall Activities (5 Marks)

# End Term ≡ Examination

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## End Term Examination (70 Marks)

- ▶ 49 MCQs (1 mark each)
- ▶ 3 Subjective Questions (7 marks each)

## **How to Apply?**



Visit <https://onlinevgu.com/> &  
Locate the Registration Portal



Fill your details and pay the  
registration fee



Pay the academic fee for the first  
semester/year or full program



Upload All Mandatory documents &  
submit your application



The university will verify your  
documents to confirm your admission



We help your dreams to become reality. Join our dynamic degree programs and learn out of the box from the best industry leaders.



**Get in touch**

Visit <https://onlinevgu.com/>  
Admission helpline No: +91 7411015741  
E-mail: [admission@onlinevgu.com](mailto:admission@onlinevgu.com)