



**NAAC** **A+**  
GRADE

# **DIRECTORATE OF DISTANCE & ONLINE EDUCATION**

MASTER OF BUSINESS ADMINISTRATION

COURSE BROCHURE (2026-27)

# INTRODUCTION

We offer an online Master of Business Administration (MBA) program designed by experienced educators to develop students' in-demand skills. The semester curriculum is designed to equip learners with the effective managerial and leadership skills required to excel in today's business dynamics. The program aims to nurture analytical skills, strategic decision-makers, and visionary entrepreneurs.

Through interactive learning modules, strengthen foundational management concepts to encourage students to explore new perspectives, manage challenges effectively, and evolve as innovative business leaders of the future. The online MBA modules allow learners to address complex business issues and drive innovation for organizational growth and economic development.

# MISSION

- To encourage learners to be competent, ethical, and visionary leaders through quality education and career-focused learning for professional development.
- To enhance students' knowledge with industry-relevant skills to shape their professional career journey.

# OBJECTIVES

- Encouraging future leaders to understand the domestic and international markets. The program incorporates the latest management strategies to build decision-making abilities.
- To motivate students to gain specialized knowledge for enhanced business management practice in a globalized India.



# INSTRUCTIONAL DESIGN

The program is divided into four semesters and minimum credit requirement is 84 to get MBA degree in OL mode from Mangalayatan University. Minimum time period for acquiring MBA degree will be two years and maximum time (extended) period is 4 years. Student can select one elective.

SEMESTER - I							
S.No.	Course Code	Course	Credit	Continuous	Term End	Grand Total	
				Assessment	Exam		
MAX	MAX						
1	MGO-6101	Principles and Practices of Management	4	30	70	100	
2	MGO-6102	Managerial Economics	4	30	70	100	
3	MGO-6103	Accounting for Managers	4	30	70	100	
4	MGO-6104	Business Statistics	4	30	70	100	
5	MGO-6105	Communication for Management	4	30	70	100	
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>	

SEMESTER - II							
S.No.	Course Code	Course	Credit	Continuous	Term End	Grand Total	
				Assessment	Exam		
MAX	MAX						
1	MGO-6201	Entrepreneurship & SMEs Management	4	30	70	100	
2	MGO-6202	Business Environment	4	30	70	100	
3	MGO-6203	Research Methodology	4	30	70	100	
4	MGO-6204	Business Laws	4	30	70	100	
5	MGO-6205	Human Resource Management	4	30	70	100	
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>	



**Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester**

SEMESTER - III							
S.No.	Course Code	Course	Credit	Continuous	Term End	Grand Total	
				Assessment	Exam		
1	MGO-7101	Strategic Management	4	30	70	100	
2	MGO-7102	Organizational Behavior	4	30	70	100	
Electives							
Operation							
1	MGO-7141	Project Management	4	30	70	100	
2	MGO-7142	Logistics and Supply Chain Management	4	30	70	100	
3	MGO-7143	Advanced Production and Operations Management	4	30	70	100	
Marketing							
1	MGO-7111	Marketing Management	4	30	70	100	
2	MGO-7112	E-Marketing	4	30	70	100	
3	MGO-7113	Retail Management	4	30	70	100	
Finance							
1	MGO-7121	Financial Management	4	30	70	100	
2	MGO-7122	Security Analysis & Portfolio Management	4	30	70	100	
3	MGO-7123	Management of Financial Institutions & Services	4	30	70	100	
HR							
1	MGO-7131	Industrial Relations & Labour Enactments	4	30	70	100	
2	MGO-7132	Global HRM	4	30	70	100	
3	MGO-7133	Negotiation & Counseling	4	30	70	100	

#### SEMESTER - IV

S.No.	Course Code	Course	Credit	Continuous	Term End	Grand Total
				Assessment	Exam	
MAX	MAX					
1	MGO-7201	Business Ethics and Corporate Governance	4	30	70	100
2	MGO-7202	Global Business Management	4	30	70	100
3	MGO-7200	Dissertation	4	30	70	100

#### Elective

#### Operation

1	MGO-7241	Total Quality Management	4	30	70	100
2	MGO-7242	Service operation management	4	30	70	100
3	MGO-7243	Management of Technology	4	30	70	100

#### Marketing

1	MGO-7211	Consumer Behavior & Marketing Communication	4	30	70	100
2	MGO-7212	Marketing of Services	4	30	70	100
3	MGO-7213	Sales & Distribution Management	4	30	70	100

#### Finance

1	MGO-7221	Corporate Financial Restructuring	4	30	70	100
2	MGO-7222	Strategic Corporate Finance	4	30	70	100
3	MGO-7223	Management of Working Capital	4	30	70	100

#### HR

1	MGO-7231	Organizational Development	4	30	70	100
2	MGO-7232	Group and Team in Organization	4	30	70	100
3	MGO-7233	Training and Development	4	30	70	100

# SYLLABI AND COURSE MATERIALS

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

## STUDY MATERIAL

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

## VIDEO LECTURES

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

## ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 1 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 1 hours each and in case of 6 credits course there shall be 8 sessions of 1 hours each.

## MEDIUM OF INSTRUCTION

Medium of Course Instruction:

English

Medium of Examination:

English



# STUDENT SUPPORT SYSTEMS

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

## PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

FEE STRUCTURE							
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Master of Business Administration	PG	2 Years	1000	15000	1500	33000	67000
<b>Total</b>							<b>67000</b>

ACTIVITY SCHEDULE						
S.NO.	Name of the Activity	Tentative months schedule (specify months) during year				
		From(Month)	To (Month)	From(Month)	To (Month)	
1	Admission	Jul	Sep	Jan	Mar	
2	Assignment submission (if any)	Sep	Oct	Mar	Apr	
3	Evaluation of Assignment	Oct	Nov	Apr	May	
4	Examination	Dec	Dec	Jun	Jun	
5	Declaration of Result	Jan	Jan	Jul	Jul	
6	Re-registration	Jul	Jul	Jan	Jan	
7	Distribution of SLM	Jul	Sep	Jan	Mar	
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May	

\* These dates are tentative. Final dates will be informed well in advance on your LMS.



CREDIT SYSTEM			
Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 Yrs to 4 Yrs	84	M.B.A.	Master's Degree (Professional)

## WHY ONLINE EDUCATION?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

## ADMISSION PROCESS

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.





**Mangalayatan**  
**ONLINE**

## Contact Us



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[www.muonline.ac.in](http://www.muonline.ac.in)