

**LEAD THE  
FUTURE OF**  
Business

**ONLINE**  
**MBA**

**Master of Business Administration**



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# ARISE, AWAKE

and stop not till the  
**goal is reached!**

*~ Our Guiding Mantra*





## Founder Speaks

“

At Vivakananda Global University, we believe that education is the cornerstone of national progress. With this conviction, we have created an ecosystem that nurtures innovation, ethics, and excellence in every learner. Through our Online and Distance Education platforms, our aim is to ensure that no learner is left behind in the journey toward transformation. Education must empower, and at VGU, that power is now just a click away.

### Dr. K.R. Bagaria

Ex-Member, RPSC.  
Founder & Vice Chairperson, VGU



### Dr. K. Ram, IPS (Retd.)

Chief Patron, VGU

*Education is about building a meaningful life. With Online VGU, we ensure that the power of knowledge reaches even the remotest parts of our nation. We aim to empower minds and inspire futures, regardless of where our learners begin their journey.*



### Mr. M.R. Bagaria, RAS (Retd.)

Patron, VGU

*In today's rapidly evolving world, the way we learn must evolve as well. Online education is a necessity that empowers individuals to take ownership of their growth, regardless of place or time. At VGU, we believe that true education is not confined to classrooms, but thrives where there is a will to grow.*



### Er. Onkar Bagaria

CEO & Trustee, VGU

*The world is changing faster than ever—and so must education. Online VGU is our way of bringing global quality learning to every home worldwide. It's flexible, it's affordable, and most importantly, it's yours. The future belongs to those who dare to upgrade themselves—and we're here to support that dream.*



### Dr. Lalit K. Panwar, IAS (Retd.)

Chairperson, VGU

*In a time when technology is transforming education, VGU leads with accessible, inclusive, and flexible online programs. I take pride in our commitment to shaping future-ready professionals through a student-centric, digital-first approach.*



### Er. Anil Bagaria

Dy director, VGU

*At VGU, our mission is to create an ecosystem that nurtures creativity, critical thinking, and leadership preparing our students to become global change makers. With dedication to excellence and collaboration, we are shaping the future of society and turning the aspirations of our learners into achievements.*

“

**Guided by  
Vision,  
Grounded in  
Values**

FOUNDER SPEAKS

# Leadership Speaks



**Prof. N. D. Mathur**

President, VGU

*At VGU, we are committed to academic excellence, innovation, and inclusion. Our online programs are designed with rigorous academic frameworks and practical relevance, ensuring that our learners receive nothing less than the best—wherever they are.*



**Prof. D.V.S. Bhagavanulu**

Pro President, VGU

*VGU is redefining the way education is delivered in today's fast-evolving world. At Online VGU, we are committed to fostering a dynamic learning environment that empowers students to excel and become leaders in their respective fields.*



**Dr. Praveen Choudhry**

Registrar, VGU

*VGU is proud to extend its legacy into the digital space through Online VGU. Our online programs are thoughtfully designed to maintain academic rigor while providing the accessibility and support required for success in today's fast-paced world.*

“

**Inspired by  
Vision,  
led by  
Principles**



**Dr. Arvind Kumar Singh**

Director, CDOE, VGU

*Education should meet learners where they are. Through Online VGU, we offer mentorship-led learning, interactive content, and industry-aligned courses to help learners thrive in both local and global landscapes. We welcome every aspirant to a space where quality meets convenience.*



**Deepak Bishnoi**

Dy. Registrar, CDOE, VGU

*Online VGU represents our vision of a learner-centric, technology-enabled education system. We understand the evolving needs of learners and we are here to support them with responsive academic services, engaging content, and a user-friendly digital platform.*



# ABOUT VGU

**North India's Youngest and Fastest Growing  
NAAC A+ Multidisciplinary University**

Established in 2012 under the Bagaria Education Trust in Jaipur, Rajasthan, Vivekananda Global University (VGU) delivers holistic education meeting global standards. Its 31-acre campus fosters innovation, research, and entrepreneurship, developing individuals with critical thinking and social responsibility.

Accredited with an A+ grade by NAAC, VGU offers over 60+ programs across 14 disciplines, including Engineering, Management, Law, Design, Agriculture, Commerce, Technology, and Allied Health Sciences. Recognized by UGC, AICTE, BCI, COA, and PCI, the university ensures quality education.

In October 2022, VGU launched the Centre for Distance and Online Education (CDOE), one of the pioneering centres in Rajasthan, offering UGC-Entitled Online Degrees and UGC-Approved Open & Distance Learning Degrees. Today, CDOE serves a community of over 10,000 learners worldwide, providing flexible and accessible education.

With a student body exceeding 20,000 across various modes and an alumni network of over 50,000 globally, VGU exemplifies a global university adapting to modern educational demands.



**Located in  
Jaipur, Rajasthan**



**Established in 2012**



**Accredited with  
NAAC A+ Grade in  
the First Cycle**



**Spread Across a  
31-Acre Modern  
Urban Campus**



**Offers 60+ Career-  
Focused Programs  
Across 14+ Disciplines**



**Recognized by UGC,  
AICTE, BCI, COA, and  
PCI**



**Home to 20,000+  
learners in oncampus,  
online, and distance  
mode**



**Backed by a Strong  
Alumni Network of  
50,000+ Graduates  
Across the Globe**





# ABOUT CDOE

**Democratizing Higher Education Through Flexibility, Affordability and Accessibility**

The Centre for Distance and Online Education (CDOE) at Vivekananda Global University was established in October 2022 with a mission to democratize higher education through flexibility, technology, and quality.

As one of the pioneering centres in Rajasthan, offering UGC-Entitled Online Degrees and UGC-Approved Open & Distance Learning Degrees. CDOE is redefining access to education for learners across the globe.

Currently offering 09 UGC-Entitled Online Degree programs and 05 UGC-Approved Open and Distance Degree programs across high-demand domains such as Management, IT, Journalism, and Arts, CDOE integrates digital tools, live interactions, and learners-centric pedagogy to deliver a seamless and engaging academic experience.

Backed by the academic legacy of VGU, CDOE serves a vibrant and growing community of 10,000+ national and international learners, enabling them to pursue career-aligned education without geographical or economic limitations.

Established in  
**OCTOBER  
2022**

**PIONEERING  
CENTRE**

In Rajasthan Approved  
and Entitled by UGC  
For Online & Distance  
Education

**9**

UGC-Entitled Online  
Degree Programs

**5**

UGC-Approved  
Open and Distance  
Degree programs

**10,000+**

Learners Across  
The Globe

**24/7**

Accessibility Powered  
by a tech-enabled LMS  
and Anytime  
Learning Access





# WHY CHOOSE Online VGU?

Online VGU, a part of the Centre for Distance and Online Education, is the digital initiative of Vivekananda Global University—empowering over thousands of learners to access the same trusted VGU education with greater flexibility, affordability, and global reach.



## UGC-ENTITLED & NAAC A+

Your Degree Is Recognized Globally And By All Major Recruiters.



## INDUSTRY-ORIENTED PROGRAMS

Vast Elective Pool in Digital Marketing, FinTech, AI, Data Science, Psychology & more.



## CAREER-DRIVEN APPROACH

Internship Opportunities, Career Mentorship, Resume Building, And Placement Assistance.



## GLOBAL ACCESSIBILITY

Programs Are Available To Study Globally.



## MODERN LMS

Mobile-Friendly Learning on-the-go with 24x7 Access.



## ACCREDITATIONS

- UGC Entitled Online Degrees
- NAAC A+ Accredited
- AICTE Approved Programs
- QS World University Rankings – Asia 2025: Ranked in the 681-700 band Globally Accepted



## FLEXIBLE LEARNING

Study At Your Own Pace—Anytime, Anywhere. Ideal For Working Professionals And Freshers.



## EXPERT MENTORS

Learn from PhDs, domain experts, and industry veterans.



## AFFORDABLE FEE STRUCTURE

Flexible EMI options and high ROI.



## DUAL DEGREE OPPORTUNITY

Pursue two degrees simultaneously one on-campus and one online of same level



## 360° CAREER ASSISTANCE

Career Assistance During/ After The Completion Of Respective Degree



## RECOGNITIONS FROM RENOWNED MEDIA HOUSES & EDUCATION PARTNERS

- Careers360 Young University Rankings
- Outlook-ICARE Rankings 2024
- Times B School



# RECOGNITIONS AND ACCREDITATIONS



**UGC**  
Entitled

UGC Entitled Online Degrees

**NAAC**  
GRADE **A<sup>+</sup>**  
ACCREDITED UNIVERSITY

NAAC A+ Accredited



**AICTE**  
Approved

AICTE Approved Programs

**QS** UNIVERSITY  
RANKINGS  
ASIA

QS World University Rankings  
Asia 2025:

Ranked in the  
**681-700**  
Band

CERTIFICATE  
OF ACCREDITATION

DEI & SI  
RANKINGS 2024

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Vivekananda Global University  
Jaipur, India

At the end of the Twenty, Twenty, and Twentyone (2024) Ranking, your institution's excellent  
performance, through your continued strategic and academic  
commitment to quality education and learning, including  
your focus on quality social for sustainable development.

GU  
Vivekananda Global University

DEI & SI Rankings 2024

Ranked  
**3<sup>rd</sup>**

in India

**1025** WORLDWIDE BY

GU  
GLOBAL UNIVERSITY  
(RANKING)

**Outlook**  
ICARE RANKING  
2024

Ranked  
**3<sup>rd</sup>**

Private University  
In Rajasthan

ICARE Ranking 2024

CERTIFICATE  
OF ACCREDITATION

GRADUATE OUTCOMES  
WORLD RANKING 2024

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Vivekananda Global University  
Jaipur, India

This recognition is awarded to your institution for the  
achievement of excellence in achieving a leading  
position in the Graduate Outcomes World Ranking 2024, a world of  
excellence in the field of education, research and innovation.

GU  
Vivekananda Global University

Graduate Outcomes  
World Ranking 2024

**DIAMOND LEAGUE**

Ranked

**#740**

Globally

# EQUIVALENCE OF DEGREE WITH REGULAR DEGREE



ज्ञान-विद्याय विमुक्तये

प्रो. रजनीश जैन  
सचिव

Prof. Rajnish Jain  
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(विद्या नंदालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

बहादुरशाह जफर मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

F. No.3-5/2022(DEB-III)

**PUBLIC NOTICE**

August, 2022

02 SEP 2022

**Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode**

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

**"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.—** Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.

(Rajnish Jain)



# MBA

## Master of Business Administration

Our MBA is designed to transform working professionals and fresh graduates into strategic thinkers and effective leaders. Spread over four semesters, the program covers key management areas such as Marketing, Finance, HR, Business Analytics, Project Management, and Entrepreneurship. A dedicated Industry Project and electives in emerging business trends ensure that students graduate with hands-on experience and strategic clarity.

### What Makes VGU's Online MBA Special?

Our industry-integrated curriculum and outcome-driven approach. Each semester includes specialized subjects and soft skills development, with the final term focused on a 20-credit Industry Project. This structure allows students to apply concepts to real business problems while building a portfolio that speaks to employers.

### Career Tracks Open to You:

- Product / Brand Manager
- Business Development Manager
- Financial Analyst / Investment Banker
- HR / Talent Manager
- Operations Head / Supply Chain Manager
- Entrepreneur / Business Consultant
- Doctorate (PhD), UGC-NET Eligibility
- Global Management & Strategy Roles



## Program Overview



### Duration

2 Years/24 Months  
(4 Semesters)



### Eligibility

3-Year Bachelor's Degree From  
A Recognized University/Institution



### Elective Pool

- Human Resource Management
- Marketing
- Financial Management
- Healthcare Management
- Agri Business
- Operations Management
- Information Technology Management
- International Business Management



**Total Credits**  
**103**

## Fees Structure

Category	Total Program Fees	Semester Fees Payment Plan	Annual Fees Payment Plan with 10% Concession	One Installment Fees Payment Plan with 15%
Indian Nationals	₹ 150,000	₹ 37,500	₹ 67,500	₹ 127,500
Foreign Nationals	₹ 300,000	₹ 75,000	₹ 135,000	₹ 255,000

**Note:** Examination Fee Payable ₹ 1500/- Per Semester For Indian Learner  
Examination Fee Payable ₹ 3000/- Per Semester For International Learner

## PROGRAM STRUCTURE

### KNOW YOUR CREDITS

#### Semester 1

Title	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
<b>Total Credits</b>	<b>30</b>



## Semester 2

Title	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
➤ <b>Digital Marketing</b>	2
➤ <b>Innovation &amp; Design Thinking</b>	2
➤ Business Communication	2
<b>Total Credits</b>	<b>30</b>

## Semester 3

Title	Credits
➤ Project Management	3
➤ Supply Chain Management	3
➤ Strategic Management	3
➤ Entrepreneurship & Innovation Management	2

**\*Learners To Choose Only One Of The Elective Subjects Listed In Table Below.**

## Elective Pool – Choose 1 Elective (4 Subjects Each)

Electives	Title	Credits
➤ Marketing	Consumer Behaviour	3
	Marketing of Services	3
	Integrated Marketing Communication	3
	Sales Distribution & Logistics Management	3
➤ Human Resource Management	Employee Legislation	3
	Strategic Human Resource Management	3
	Training & Development	3
	Performance Management & Talent Retention	3

<b>Electives</b>	<b>Title</b>	<b>Credits</b>
➤ Financial Management	Principles & Practices of Banking	3
	Management of Financial Services	3
	Financial Innovation and Risk Management	3
	Security Market and Portfolio Management	3
➤ Agri Business	Livestock Production & Management	3
	Farm Management	3
	Fertilizer Technology and Management	3
	Agricultural Marketing Trade and Prices	3
➤ International Business Management	International Trade Procedures and Documentation	3
	International Marketing Management	3
	Global HRM	3
	International Financial Management	3
➤ Operations Management	Operations Planning & Control	3
	World Class Manufacturing	3
	Project Formulation & Analysis	3
	Inventory & Purchase Management	3
➤ Healthcare Management	Hospital Management 1	3
	Hospital Services and Quality Management	3
	Hospital Management 2	3
	Industrial Health and Safety Management	3
➤ Information Technology Management	Enterprise Resource Planning	3
	Database Management System	3
	System Analysis and Design	3
	Networking Concepts	3

<b>Total Credits</b>	<b>23</b>
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## **Semester 4**

<b>Title</b>	<b>Credits</b>
➤ Practical Training In Industry	20
<b>Total Credits</b>	<b>20</b>





## OUR PEDAGOGY & LEARNING EXPERIENCE

At Online VGU, our pedagogy blends innovation with learner-centric design. Through a robust Learning Management System (LMS), we offer flexible, engaging, and personalized learning experiences that cater to diverse learner needs—from all walks of life.

**Personalized**  
Custom Learning Paths

**Accessible**  
Access Anytime, Anywhere

**Engaging**  
Quizzes, Videos & Forums

**Collaborative**  
Peer Projects & Discussions

**Measurable**  
Smart Assessments

**Enabling**  
UGC-Aligned Resources



**Interactive**  
Multimedia-Rich Course Design

**Flexible**  
Live & Recorded Classes

**Supportive**  
Academic & Tech Support

**Adaptive**  
Multilingual AI Lectures

**Guided**  
Faculty Interaction

**Empowering**  
Learner-Focused Approach

# ASSESSMENT & EVALUATION

At Online VGU, the assessment process is designed to ensure academic integrity, learner convenience, and fair evaluation. Combining cutting-edge technology with learner-centric practices, our system supports continuous assessment and transparent examination outcomes. Aligned with the UGC's guidelines for online learning, we emphasize both knowledge acquisition and its real-world application. Our examination approach, enhanced by AI proctoring and expert support, gives learners the flexibility they need without compromising on quality or rigour.

## Key Highlights of Our Examination & Evaluation Models :



### 30:70 Assessment Model

30% internal assessments and 70% end-term examinations for balanced evaluation.



### Hybrid Virtual Proctored Examination System

Exams are monitored through a combination of on-campus human proctors and AI-enabled remote proctoring, ensuring exam integrity regardless of location.



### Pre-Exam Preparation & Support

Mock exams, training sessions, and demo walkthroughs are conducted to familiarize learners with the examination environment.



### Relative Grading System

Grading is based on a relative performance scale to ensure fairness across diverse learner groups.



### Robust Multi-Stakeholder Support System

Dedicated assistance is provided before, during, and after exams by our tech support team, learner support team, examination and evaluation cell, live proctors etc.



### Continuous Updates

Semester-long updates and coordination through course coordinators and academic teams keep learners well-informed.



# KNOW YOUR DEGREE CERTIFICATE


**VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR**


Document No.: XXXXXXXXXX
Serial Number: XXXX


 On the recommendation of the Academic Council hereby confers on
 

**XXXXXXXX**

the Degree of

**Bachelor of Computer Applications**

on successful completion of academic requirements of the XXXXX Programme in the academic session XXXXXXXX

in Online Learning Mode (OL)

at the XXX Convocation XXXX

Under the Seal of the University at Jaipur (India)





Registrar
 **VGU**
 Chairman, Academic Council

DD/MM/YYYY of Issue

Mode of Delivery: Online

Date of Admission: dd/mm/yyyy

Date of Completion: dd/mm/yyyy

# THE RISING DEMAND FOR MBA EDUCATION IN INDIA

Recent trends in India have highlighted a significant shift in the MBA education sector. According to industry sources, the MBA market in India is projected to reach \$19.13 billion by 2033. The flexible learning formats, such as online and hybrid models, have become the preferred choice for professionals looking to enhance their qualifications. As the market evolves, understanding these shifts can help you make informed decisions about your future in management education.

Take a moment to explore the key insights below to see how these trends can shape your career path and educational journey.





# TESTIMONIAL



**Abhishek Kumar**  
Senior Officer, Credit Access Gramin Ltd.  
MBA | Batch: July 2024

I'm Abhishek Kumar from Munger, Bihar. I am currently working as a Senior Officer at Credit Access Gramin Limited in the Microfinance industry. Pursuing an MBA through Online VGU has been an enriching experience so far. It offers access to quality learning resources, flexible study options, and focused skill development that helped me balance education with full-time employment. The platform's interactive tools, career assistance, and strong alumni network made the learning process smooth and career-oriented. For future learners, treat this journey like navigating a ship—plan your goals, stay disciplined, explore deeply, and don't hesitate to seek support when needed.

**"2 out of every 3 VGU learners are employed while studying!"**

## Working With Top Brands

Our learners are building their careers with some of the most reputable employers in India and globally. Here are just a few of the standout companies where they work:



and many more...



# HOW TO APPLY?



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

Fill Your Details And Pay The  
\***INR 1000/-** 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

**\*T&C Apply**

INR 1000/- Registration Fees is Non Refundable





**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

Vivekananda Global University, Jaipur Rajasthan

**LOG IN & BE READY FOR A  
FUTURE OF LIMITLESS  
LEARNING** | [www.onlinevgu.com](http://www.onlinevgu.com)

## Contact Us

### ADMISSION SUPPORT

**ADMISSION QUERIES:** +91 9220315527  
**ADMISSION HELPLINE:** +91 9220315529

**TIMINGS:** 24\*7  
**EMAIL:** [admissions@onlinevgu.com](mailto:admissions@onlinevgu.com)

### LEARNER SUPPORT

**POST ADMISSION/ LEARNER SUPPORT  
SUPPORT HELPLINE:** +91-8549086333

**Timings:** 9:30 AM TO 5:30 PM

**Email:** [srm@onlinevgu.com](mailto:srm@onlinevgu.com) | **Website:** [www.onlinevgu.com](http://www.onlinevgu.com)

Follow us

