



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

Be The
Next **Game
Changer**

PROSPECTUS 2024-25

Master of Business Administration

Online programs entitled
by UGC from a NAAC A+
accredited university



UGC
Entitled



NAAC A+
Accredited




100%
Online



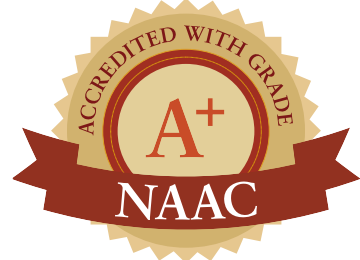
online
MANIPAL

ACCREDITATION




UGC- entitled Online Degrees
Equivalent to Campus Degree

ACCREDITATION




Rajasthan's 1st
NAAC A+ Accredited
University

ACCREDITATION




Globally Recognised
Online Degrees

ACCREDITATION




Member of ACU

RANK 64



Amongst India's Top 100
Universities in 2024

RANK 222




Amongst South Asia's Top 225
Universities (2025)

RANK 3




Amongst India's Top Emerging
Multidisciplinary Universities
(2024)

RANK 12




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

RANK 18



Amongst India's Top 20
Private Universities (2024)

RANKED 351-400



Amongst Top Universities
Under Young University
Rankings (2024)

You are ready to change
the world.
To be the next version of you.

**Now, a NAAC A+ university
comes to you. And you can
get a UGC-entitled online
degree from anywhere,
anytime.**

Get ready to raise the bar. And
meet the new you.

Your time starts now.

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

Padma Shri awardee
Dr. T M A Pai
Founder
Manipal Education & Medical Group

VISIONARY

PHILANTHROPIST

PHYSICIAN

EDUCATIONIST

BANKER





In a short period of time, Manipal University Jaipur has become a leading player in the online education space by embracing technology to make quality education accessible to a wider population. We believe in comprehensive student development, empowering bright entrepreneurial minds, and rearing them to be responsible citizens. Our online degrees reflect that belief and provide learners a great opportunity to fulfil their potential.

Mr S. Vaitheeswaran
Chairperson
Manipal University Jaipur



Building on more than seven decades of academic excellence from the Manipal Group, Manipal University Jaipur launched its online degree programs three years ago, in 2021. Today, our online education department is shaping the futures of over 70,000 students from more than 60 countries and 1,500 towns across India. We are proud to break barriers and empower our learners with the skills and knowledge they need to excel in a rapidly evolving world, enabling them to confidently achieve their academic and professional aspirations.

Dr NN Sharma
President
Manipal University Jaipur

Change the game with next-gen online degrees from Manipal University Jaipur.



World class education

Access UGC-entitled online degrees from a NAAC A+ accredited university with 12+ 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.



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. Additional 110+ hours of skill enhancement content worth INR 50,000.



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.



Placement assistance

Become a job-ready professional with intense placement training programs which include resume building, mock interviews, skill assessments, and more.



Attractive scholarships

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



Prestigious Manipal alumni status

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

**Whether you are a CEO,
senior manager, or junior
professional, if you neglect
learning, you stop adapting
and forego leading.**

Source: hbr.org



A university of your choice



Online program entitled by UGC

- Certificate awarded by Manipal University Jaipur, rated A+ by NAAC
- All online program designed as per UGC regulations



Flexibility to study on the go

- 24x7 learning with best-suited content
- Learn at your own pace, whenever you want



Expert faculty and mentors

- Best-in-class faculty, selected through our vast pool of full time and adjunct professors
- Dedicated course mentors allocated to each student
- Flexible, modern curriculum for maximum industry relevance

Manipal University Jaipur (Rajasthan) has been established by an Act (No. 21 of 2011) of State Legislature of Rajasthan as a State Private University as specified by the UGC under Section 2(f) of the UGC Act

A university of your choice



Career support to find your dream job

- Comprehensive services to help kickstart your career
- Includes interview tips, employability assessments, resume building, industry readiness programs, mock interviews, virtual placement drives, and more
- Guest faculty from the industry for real-world experience



Scholarships for deserving candidates

- Defense personnel, PSU employees, and persons with disabilities are eligible for scholarships
- Merit scholarships are available based on learner's qualification exam results for the respective program



Access to Coursera

- Free access to paid courses on 'Coursera'
- Explore 10,000+ cutting edge courses on in-demand skills



Additional content for skill enhancement

- Access 110+ hours of exclusively curated skill enhancement content worth INR 50,000.
- Content tailored for leaders in emerging technology and business skills

Ranked AAAA by Careers 360.
Awarded Private University of Eminence by MHW Rankings 2021.

Learning is seldom just a transaction between an expert and a novice. It is a relationship that frees up thinking and fosters growth.

Source: hbr.org



Online management programs

MBA

Master of
Business
Administration

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).

Fee structure

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

Duration

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

Leap ahead in just 24 months, with the best online MBA program. Master domains like Marketing, Finance, HR, Analytics & Data Science, International Business, and many more!

Master of Business Administration (MBA) | Program structure

First semester	Second semester	Third semester	Fourth semester
Entrepreneurial Practice	Business Research Methods (R/Python)	Strategic Management	International Business Management
Business Communication (WAC)	Operation Management	Term Paper	Project
Managerial Economics	Human Resource Management	4 elective courses in chosen area	4 elective courses in chosen area
Financial Accounting	Management Accounting		For super specialization, elective group from semester 3 can be continued here
Data Visualization (Excel/Tableau)	Financial Management		
Organizational Behaviour	Legal Aspects of Business		
Marketing Management	Business Communication (VAC)		

- 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.

Choose your electives from the following options

Electives

01 Finance

Third semester

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

06 Operations Management

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

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

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

Electives

Third semester

Fourth semester

07 International Business

International Financial Management
International Marketing
International HRM
Export-Import Management

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

08 Information System Management

Software Engineering
Database Management Systems
Technology Management
Business Intelligence and Tools

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

09 Project Management

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

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

10 Supply Chain Management

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

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

11 Banking, Financial Services & Insurance

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

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

12 Digital Marketing

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

13 Retail Management

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

International Retailing
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.

Get onboard



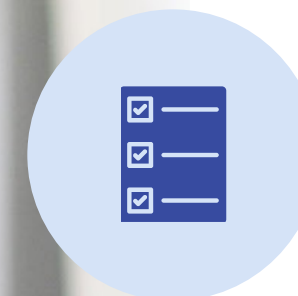
Program registration

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.

By harnessing emerging technologies, universities can reach beyond campus walls to empower diverse learners at a global scale.

Source: hbr.org

Did you know?

eLearning material

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



eText materials



Virtual classroom



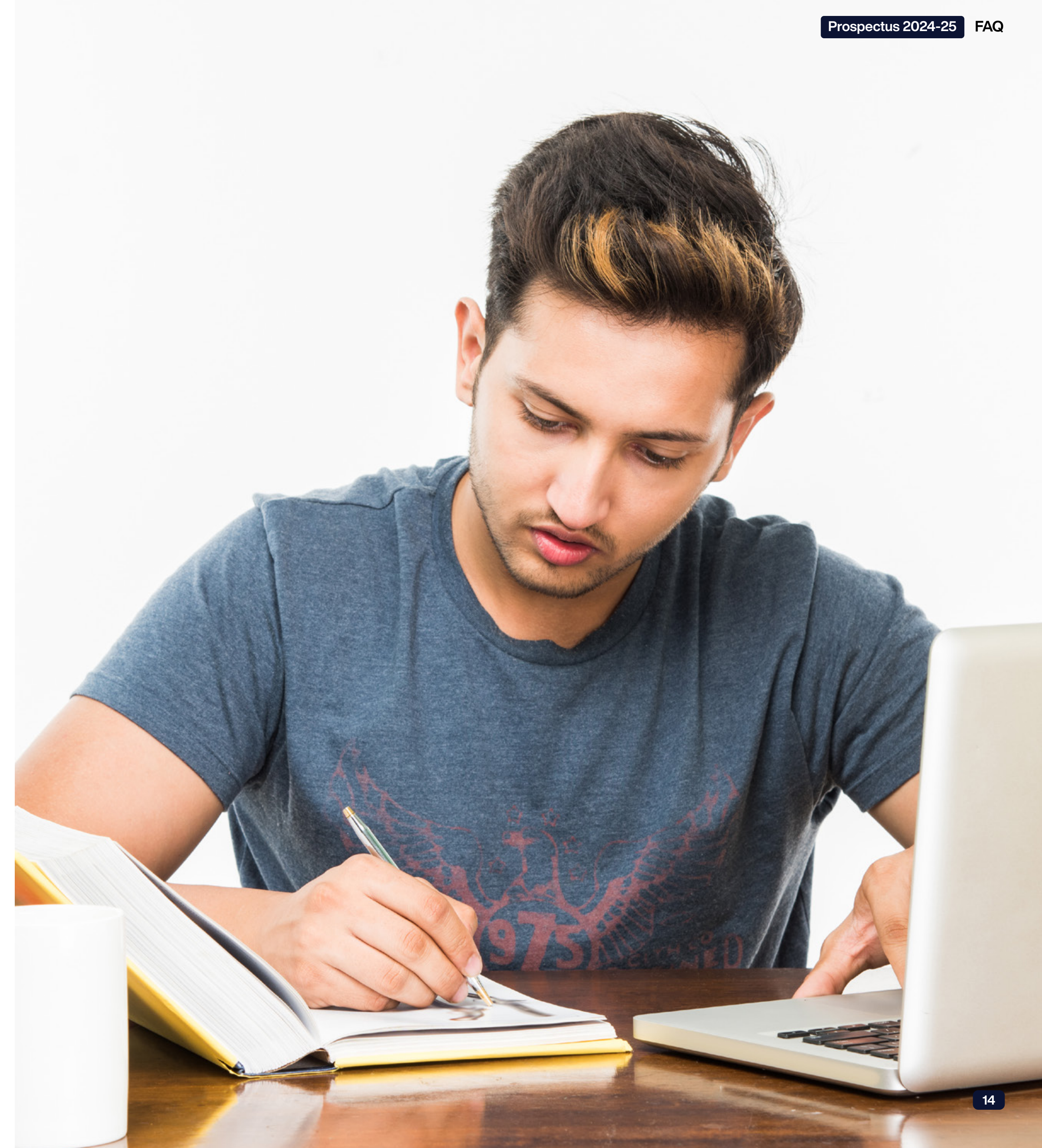
Interactive material



Virtual simulation



Discussion forums



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.

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.

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.

Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and termend 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.

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 re appear for the relevant paper by applying to the university through the resitting application along with relevant fees, within the due date.

Jurisdiction

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

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.

Awards and degree

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

Testimonials



Akshata K

Amidst my responsibilities in an associate role, I aspire to shift to a managerial position. As a dedicated working professional, Online Manipal has proven to be the perfect choice for me. I am confident that this program will open doors to exciting opportunities in the field of investment banking once I have completed it.



Sabin Lamichchane

As a working professional, I wanted to enhance my domain knowledge and move to managerial roles. I found Manipal University Jaipur's online MBA program as the right opportunity to climb up my career ladder. The program has helped me build new skills required to thrive in the industry.



Shivangi Rastogi

The video content available on the student portal has turned out to be very helpful in my learning journey. Through this program, I've gained expertise and skills that will help me take significant strides in advancing my career and exploring better job opportunities.





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



online
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