



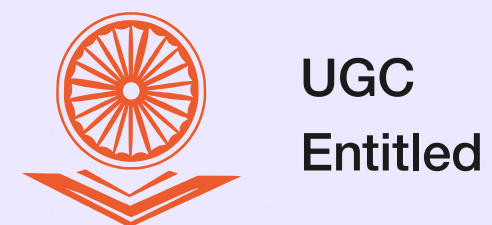
Online MANIPAL

◆ 100% Online

Empowering Tomorrow's Leadership

# Master of Business Administration

(Online MBA)



NAAC A+ Accredited

Prospectus 2026-27 • Program-MBA



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## Eligibility

- Candidates must have a 10 + 2 + 3-year bachelor's degree from a recognized university/institution or an equivalent qualification as recognized by the Association of Indian Universities.
- Candidates must have a minimum of 50% marks in aggregate in graduation (45% for reserved categories).
- Candidates who have completed 10+2 education or graduate level education outside India must produce a certificate of equivalence issued by the Association of Indian Universities.

## Duration

- Minimum 2 years (divided into four semesters)

## Career prospects

- Digital Marketing Specialist
- Brand Manager
- Product Manager
- Wealth Manager
- Supply Chain & Operations Manager
- Business Analyst

## Master of Business Administration

# Online MBA

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.



# Master of Business Administration Fees

Nationality	Semester Fee	Full Course Fee
Indian Nationals	INR 45,000	INR 1,80,000
Non-Resident Indians	USD 693	USD 2,772
Other Nationals	USD 809	USD 3,236

A non-refundable additional application fee of INR 500 is to be paid by Indian, Nepalese, Bhutanese, Bangladeshi, and Sri Lankan students.

Applicants from Nepal, Bhutan, Bangladesh, and Sri Lanka are required to pay their fees in Indian Rupees (INR)



# 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 at additional fee
- ◆ Scholarships for deserving candidates



“

This program helped me enhance my management skills and provided practical knowledge that I apply daily in my current job role. The live sessions, webinars, and support from teachers were invaluable, encouraging me to think out of the box and approach challenges differently. Managing hectic work schedules and academics wasn't easy, but MUJ's flexible degree made it possible.

”

- Pooja Das

# 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.

**15+**  
Years of educational  
excellence

**160,000+**  
Online Learners

**20,000+**  
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 Gadapa Mallikarjuna  
Director - Centre for Distance and Online Education,  
Manipal University Jaipur

# Manipal University Jaipur (MUJ) Accolades



UGC- entitled Online Degrees  
Equivalent to Campus Degree

ACCREDITATION



Rajasthan's 1<sup>st</sup>  
NAAC A+ Accredited  
University



Globally Recognised  
Online Degrees



The Association  
of Commonwealth  
Universities

Member of ACU

RANK 58



NATIONAL  
INSTITUTIONAL  
RANKING  
FRAMEWORK

Amongst India's Top 100  
Universities in 2025

RANK 222



WORLD  
UNIVERSITY  
RANKINGS  
Asia 2026


Amongst South Asia's Top 200  
Universities (2026)

RANK 2



Amongst Top 20 Private & Deemed  
Multidisciplinary Universities in India  
(2025)

RANK 7



Amongst Top 10 Private Distance  
& Online Institutions in India (2025)

RANK 9



Amongst India's Top 10  
Universities (Management) 2024

RANKED 301-400



Times Higher Education  
Impact Rankings

Amongst Top 400 Universities  
(2025)

# The Right Step For The Right Future

## World Class Education

Access UGC-entitled online degrees from a NAAC A+ accredited university with 15+ 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 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.

## Special access to Coursera

Unlock 12,000+ courses and certifications at a special price of INR 3,999 (vs. INR 13,999). Available as an optional add-on during/after admission with a validity of one year from the date of activation.



“

Currently employed with the Aditya Birla Group, after a break of 10 years from academics, I chose to pursue an online MBA to acquire practical skills that will help contribute to my current job role. By interacting with peers from diverse professional backgrounds, this program has not only equipped me with valuable skills but has also expanded my professional network.

”

- Rajat Kumar

# Online MBA

# Program Structure

## 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

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## Electives

### 01 Finance

- ◆ Security Analysis and Portfolio Management
- ◆ Mergers and Acquisitions
- ◆ Taxation Management
- ◆ Internal Audit and Control

### 02 Marketing

- ◆ Sales Distribution and Supply Chain Management
- ◆ Consumer Behaviour
- ◆ Retail Marketing
- ◆ Marketing Research

### 03 Human Resource Management

- ◆ Manpower Planning and Sourcing
- ◆ Management and Organizational Development
- ◆ Employee Relations Management
- ◆ HR Audit

### 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

- ◆ International Financial Management
- ◆ Treasury Management
- ◆ Merchant Banking and Financial Services
- ◆ Insurance and Risk Management

- ◆ Services Marketing and Customer Relationship Management
- ◆ Advertising Management and Sales Promotion
- ◆ e-Marketing
- ◆ International Marketing

- ◆ Compensation and Benefits
- ◆ Performance Management and Appraisal
- ◆ Talent Management and Employee Retention
- ◆ Change Management

- ◆ Advanced Machine Learning
- ◆ Unstructured Data Analysis
- ◆ Business Analytics
- ◆ Data Scraping

- ◆ eCommerce
- ◆ FinTech Payments and Regulations
- ◆ Cryptocurrency and Blockchain
- ◆ Enterprise Resource Planning

# Program Specializations/Electives

## Electives

### 06 Operations Management

- ◆ Production and Operations Management
- ◆ Enterprise Resource Planning
- ◆ Logistics and Supply Chain Management
- ◆ Operations Research

### 07 International Business

- ◆ International Financial Management
- ◆ International Marketing
- ◆ Management of Multinational Corporations
- ◆ Export-Import Management

### 08 Information System Management

- ◆ Software Engineering
- ◆ Database Management Systems
- ◆ Computer Networks
- ◆ 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

- ◆ Supply Chain Management
- ◆ Outsourcing
- ◆ Food Supply Chain Management
- ◆ Inventory Management

## Fourth Semester

- ◆ Services Operations Management
- ◆ Total Quality Management
- ◆ Production, Planning and Control
- ◆ Project Management

- ◆ Foreign Trade of India
- ◆ Global Logistics and Distribution Management
- ◆ International Business Environment and International Law
- ◆ Export-Import Finance

- ◆ Enterprise Resource Planning (ERP)
- ◆ E-Commerce
- ◆ Technology Management
- ◆ 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

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

### 12 Digital Marketing

- Introduction to Digital Media
- New Media and Social Media Spectrum
- Media Laws and Ethics
- IT in Business

### 13 Retail Management

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

## Third Semester

## Fourth Semester

- ALM & Treasury Management
- Basel Regulations & Risk Management in Banking
- Life Insurance Management
- General Insurance Management

- Media Planning and Economics
- Entrepreneurship and Digital Marketing
- E-Marketing
- Advertising and Brand Management

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

# 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



E-content



Interactive Material



Discussion Forums



I have learned key financial skills through this MBA, which has helped my current career. As this is a management degree, in addition to finance, I have learned how to be a good manager. We were provided with study materials, attended live lectures, completed assignments, and took online exams that gave me an on-campus feeling. The online exams were conducted with flexibility for working professionals.



- Devyanee Sharma

# 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 re appear 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

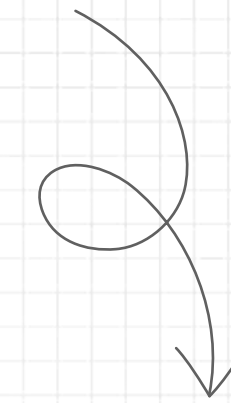
Upload supporting documents & submit your application.

## University Approval

The university will evaluate your documents to confirm your admission.

[Apply Now](#)

Prospectus 2026-27 • Program-MBA



“

The online MBA from MUJ has given me the confidence to excel in my career. I'm confident that this degree has given me the chance to explore new opportunities to pursue my dream of leading a team in an organization. I was also able to build invaluable connections with my peers and gain communication skills, which will help me in a professional setting.

”

- Niharika Guruvara



# Your Degree



# 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-paced 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.



# Our Recruiters



Goldman Sachs



DIAGEO

Allstate

manipalhospitals  
LIFE'S ON

JOGGI



TeamLease.com  
Putting India to Work

SUTHERLAND

NOBROKER

QUESS  
WINNING TOGETHER

Medi Assist

COLIVE  
#YourFam

SBI  
Securities



HDFC  
ERGO

HexaHealth  
Surgery Simplified

GRG HEALTH

fincare

CarDekho  
BADHTE INDIA KA BHAROSA

Infinity  
Learn

accenture

PLANETSPARK

RUSSELLTOBIN  
A Certified Minority-Owned Business



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

**Online MANIPAL**

**Manipal University Jaipur**

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