

# Unlock The Next Step In Your Career

Master of Business Administration  
(Online MBA with Dual Specialization)



UGC  
Entitled



NAAC A+  
Accredited



# Table Of Contents

- 01. **Introduction to the Online MBA Program**
- 02. **Program Delivery**
- 03. **About SMU**
- 04. **Program Structure**
- 05. **Program Specializations/Electives**
- 06. **eLearning: An Overview**
- 07. **Academic Processes**
- 08. **Application Process**
- 09. **Degree**



# Online **MBA** (with Dual Specialization)

## Master of Business Administration

Designed for ambitious learners, the 2-year online MBA program at SMU offers dual specialization with just the right advanced knowledge and skills one needs to make a mark in the professional landscape.

Step up your higher education game and choose your dual specializations from Finance, HRM, Systems, Operations & Supply Chain Management, Healthcare and Marketing.



### Eligibility

- Candidates must have completed 10+2+3-year or 10+2+4-year or 10+3+3-year bachelor's degree in any discipline from a recognized university/institution, or an equivalent qualification as recognized by the Association of Indian Universities (AIU) or other competent bodies.
- Candidates must have a minimum of 50% marks in aggregate in graduation (45% marks in case of candidates belonging to reserved category).
- Candidates who have completed their 10+2 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

- Business Analyst
- Marketing Manager
- Financial Analyst
- HR Manager
- Operations Manager
- Product Manager
- Strategy Consultant
- Project Manager
- Business Development Manager

# Master of Business Administration Fees

## Nationals

## Semester Fee

## Course Fee

Indian Nationals

INR 27,500

INR 1,10,000

Other Nationals

USD 344

USD 1,375

A non-refundable additional application fee of INR 500 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
- Expert faculty and mentors
- Industry expert sessions, webinars and projects
- Scholarships for deserving candidates
- AI-enabled Learning Management System (LMS)



# About SMU

Established in 1995, Sikkim Manipal University (SMU) is an NAAC A+ accredited institution offering UGC-entitled degrees. With a strong legacy of academic excellence, SMU leverages state-of-the-art technology to deliver accessible, industry-relevant programs, ensuring students gain quality education.

SMU's distance education arm, founded in 2001, is a premiere provider of professional programs in India, educating over 500,000 students. Recognized as the 'Most Preferred Distance Education University Among Students', SMU now delivers affordable online degree programs, further extending its commitment to accessible education.

“

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 GK Prabhu**  
Vice Chancellor,  
Sikkim Manipal University



**Prof (Dr) Sourav Dhar**  
Director, Centre for Distance  
& Online Education



# Sikkim Manipal University (SMU) Accolades

ACCREDITED



Accredited A+ Grade By  
National Assessment and  
Accreditation Council (NAAC)

ACCREDITED



UGC-entitled Online Degrees  
Equivalent to On-campus  
Degree

RANKED 151-200



Amongst India's  
Top #151-200 Universities  
in 2025



AICTE Norms  
Compliant

RANKED 06



Among India's top  
multidisciplinary universities  
in East Zone (2025)

RANKED 01



Amongst Top Private  
Universities in North East (2025)

RANK 15



Among Top Leading  
Universities Showcasing  
Entrepreneurial Spirit

RANK 330



Amongst South Asia's Top  
Universities (2026)

RANK 601+



#601+ in Asia University  
Rankings (2025)

## First Semester

- Principles of Management and Organizational Behavior
- Marketing Management
- Accounting for Managers
- Business Economics
- Business Communication
- Legal Aspects of Business
- Computer Application in Management

## Second Semester

- Quantitative Methods in Management
- Human Resource Management
- Financial Management
- Productions and Operations Management
- Research Methodology and Statistical Techniques
- Global Economic Environment and Policy
- Management Information Systems

## Third Semester

- Core Subjects**
  - Project Management
  - Business Strategy
- Specialization 1
- Elective 1
- Elective 2
- Specialization 2
- Elective 1
- Elective 2

## Fourth Semester

- Core Subjects**
  - Banking and Insurance Management
  - Project Work
- Specialization 1
- Elective 1
- Elective 2
- Specialization 2
- Elective 1
- Elective 2

# Program Specializations/Electives

## Electives

## Third Semester

## Fourth Semester

### 01 Marketing

- ◆ Consumer Behavior and Advertisement and Brand Management
- ◆ Retail and Distribution Management and Supply Chain Management

- ◆ Market Research
- ◆ Service Marketing & Global Marketing

### 02 Finance

- ◆ Security Analysis and Portfolio Management & Derivative Market
- ◆ Taxation

- ◆ Multinational Finance & Risk Exposure Management
- ◆ Marketing of Financial Services & Mergers and Acquisitions

### 03 Human Resource Management

- ◆ Industrial Relation
- ◆ Competency Mapping & Performance Management

- ◆ Organization Development & Human Resource Development
- ◆ Compensation Management & International Human Resource Management

### 04 Systems

- ◆ Object Oriented Programming System & Open Source System
- ◆ Database Management Systems

- ◆ E-Commerce
- ◆ Technology Management and Strategy

### 05 Operations & Supply Chain Management

- ◆ Operation and Logistics Management
- ◆ Supply Chain Management

- ◆ Materials and Store Management
- ◆ Quality Management and Global Supply Chain Management

### 06 Healthcare

- ◆ Health Education & Communication
- ◆ Healthcare and Hospital Core Services

- ◆ Quality Management in Healthcare
- ◆ Legal Aspects in Healthcare Administration

# 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.



Video Lectures



Virtual Classrooms



Virtual Simulation



e-Content



Interactive Material



Discussion Forums



# 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.

## 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 reappear 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 (Sikkim) only.

## 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.

## 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.

## 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.

## Awards and degree

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

# 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.

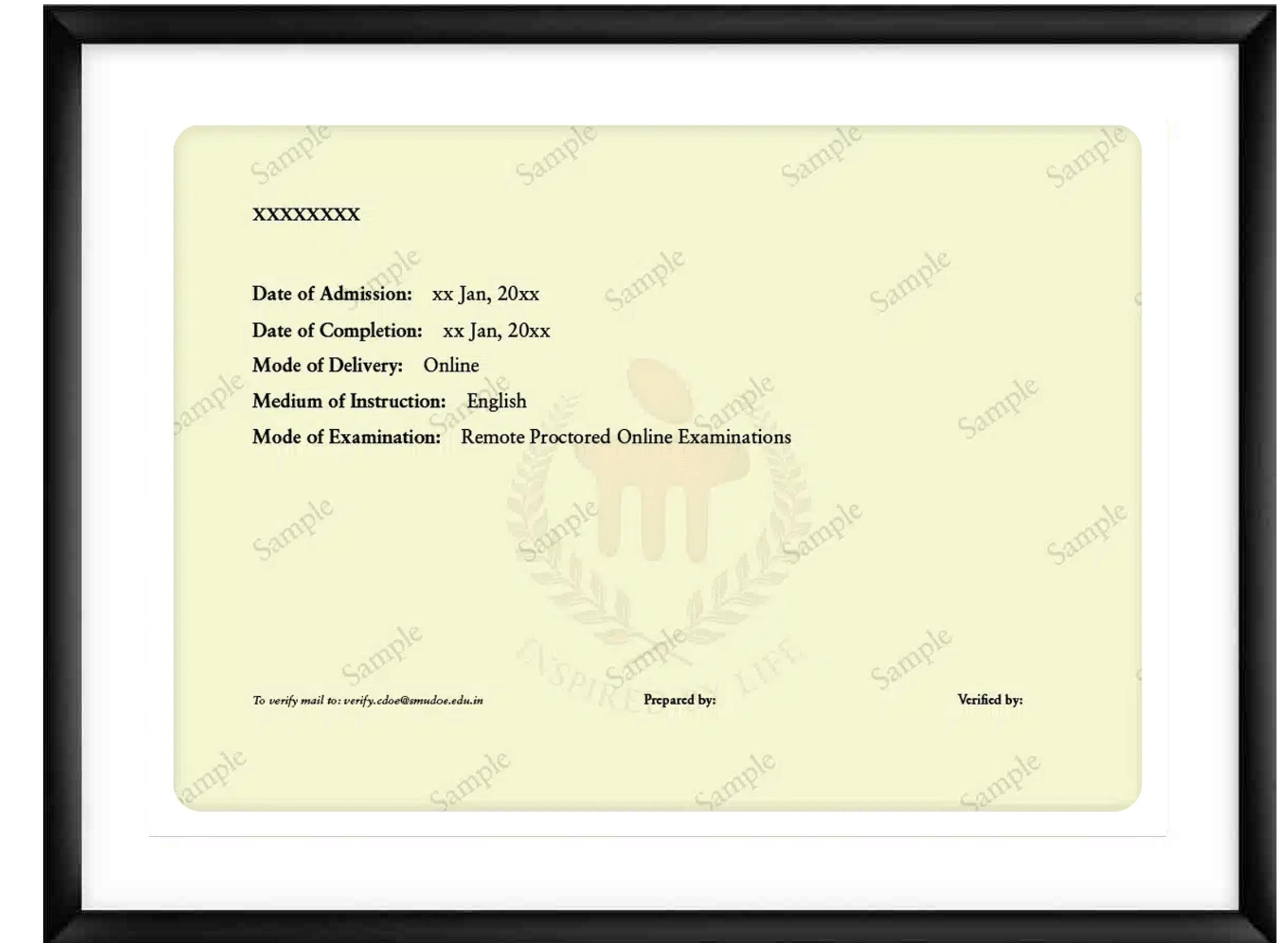
## University Approval

The university will evaluate your documents to confirm your admission.

**Apply Now**



# Your Degree





**SMU**<sup>SIKKIM  
MANIPAL  
UNIVERSITY</sup>  
Established under Govt. of Sikkim, Act 9 of 1995, recognised under 2(f) of the UGC Act, 1956

# Online MANIPAL

**Sikkim Manipal University**

Centre for Distance and Online Education, SMIT Campus, Majitar, Rangpo, Pakyong, Sikkim, India - 737136

[info@smu.onlinemanipal.com](mailto:info@smu.onlinemanipal.com) | +91-7090 133 300



**OnlineManipal.com**