



**MANGALAYATAN**  
UNIVERSITY  
ONLINE

**NAAC**  
**GRADE A+**  
Accredited University

# Directorate of Distance & **ONLINE EDUCATION**

MASTER OF BUSINESS

**ADMINISTRATION**

**MBA**  
2023-24



UGC  
ENTITLED



AICTE  
APPROVED



MEMBER  
OF AIU

More information call us



07969 662 570



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



## Introduction

Masters in Business Administration (MBA) through online mode is a highly valued post graduate degree designed specifically while keeping in mind to focus the essential skills required for careers in businesses, establishing ventures, imbibing entrepreneurial skills and managing organizations across globe. With the help of this program, the University teachers and real time projects in close alignment with holistic learning approach help the students to define their hidden personality traits and develops managerial style that transforms students into a variety of strategic thinkers, future leaders, economists and entrepreneurs.

OL-MBA program helps students to expand their knowledge of management theories and allows the student to specialise in their chosen sector(s). The students are motivated to expand and swim in vast networking opportunities provided during the tenure of the course that further enhances their own prospects. This program helps students to become a change agent, ready to tackle a range of business issues and develop innovative solutions for the benefit of their own career.

## Programme's Mission and Objectives

### **Mission:**

To develop reached and unreached students into a new generation of leaders through updated quality education and carrier assistance by open and distance learning.

### **Objectives:**

The OL - MBA program of Mangalayatan University is designed after acknowledging essential quality inputs received from Students, Alumni, Parents, Academicians/ Teachers and also incorporating the contribution of Industries' demands which enable a learner to get out of their comfort zones and make them understand how to deal with the latest domestic and international business issues. The Program uses latest management techniques to solve/rectify strategic problems effectively and efficiently. The OL - MBA programme will help students in acquiring specialised knowledge for quality business management practise in globalised India.



## Instructional Design

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

SEMESTER - I						
S. No.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
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 Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
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-6206	Human Resource Management	4	30	70	100
<b>Total</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>

### SEMESTER - III

S. No.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
1	MGO-7101	Strategic Management	4	30	70	100
2	MGO-7102	Organizational Behavior	4	30	70	100
3	Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IVth Semester		4	30	70	100
4			4	30	70	100
5			4	30	70	100
<b>Total</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>

#### Any one specialization area to be opted in the IIIrd semester

Marketing		Finance		Human Resource Management	
MGO-7111	Marketing Management	MGO-7121	Financial Management	MGO-7131	Industrial Relations & Labour Enactments
MGO-7112	E-Marketing	MGO-7122	Security Analysis & Portfolio Management	MGO-7132	Global HRM
MGO-7113	Retail Management	MGO-7123	Management of Financial Institutions & Services	MGO-7133	Negotiation & Counseling

### SEMESTER - IV

S. No.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
1	MGO-7201	Business Ethics and Corporate Governance	4	30	70	100
2	MGO-7202	Global Business Management	4	30	70	100
3	Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester		4	30	70	100
4			4	30	70	100
5			4	30	70	100
6	MGD-7200	Dissertation	4	0	100	100
<b>Total</b>			<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>

#### Any one specialization area to be opted in the IVth semester

Marketing		Finance		Human Resource Management	
MGO-7211	Consumer Behavior & Marketing Communication	MGO-7221	Corporate Financial Restructuring	MGO-7231	Organization Development
MGO-7212	E-Marketing	MGO-7222	Strategic Corporate Finance	MGO-7232	Group and Team in Organization
MGO-7213	Retail Management	MGO-7223	Management of Working Capital	MGO-7233	Training and Development

## 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 2 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 2 hours each and in case of 6 credits course there shall be 8 sessions of 2 hours each.

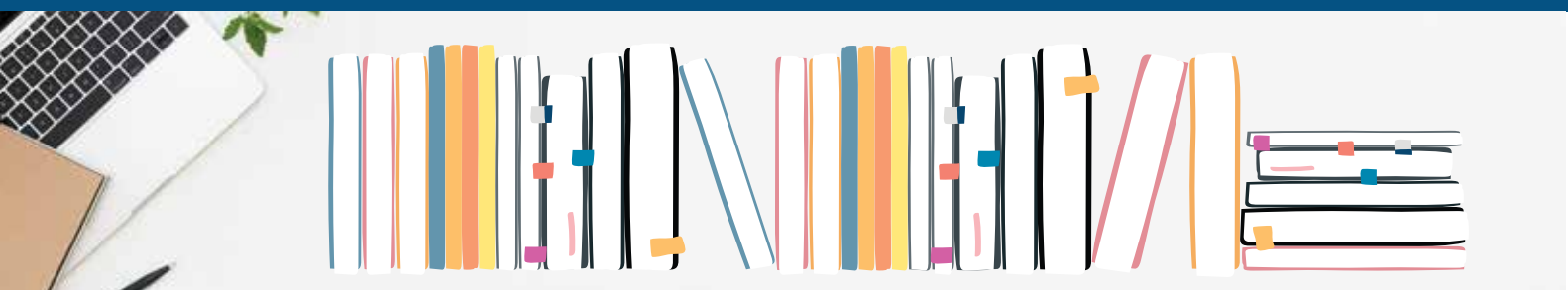
## Medium of Instruction

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

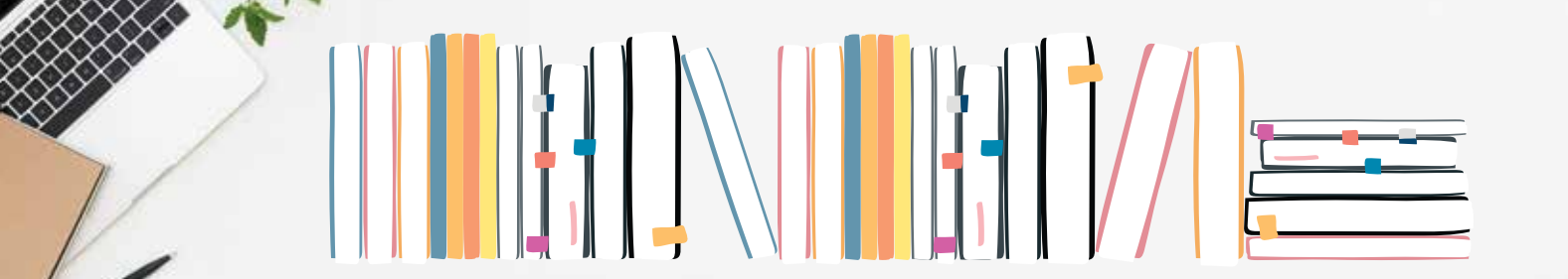
Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Master of Business Administration	PG	2 Years	1000	15000	1500	33000	67000
<b>Total</b>							<b>67000</b>

### 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

### CREDIT SYSTEM

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 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.

