



दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय
Deen Dayal Upadhyaya Gorakhpur University
(Accredited A++ by NAAC)



MASTER THE ART OF BUSINESS ADMINISTRATION
MBA (ONLINE)

ABOUT DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY

Deen Dayal Upadhyaya Gorakhpur University, founded in 1950, is the first university in Uttar Pradesh to emerge as a leading higher-studies centre after Independence. It has earned an A++ accreditation from NAAC for its relentless pursuit of its motto, "Let the noble thoughts come to us from all directions," which reflects its openness to diverse perspectives, cultures, and values in its academic and organisational spheres.



WHY CHOOSE US?

65+
years of
legacy

12,000+
students
enrolled

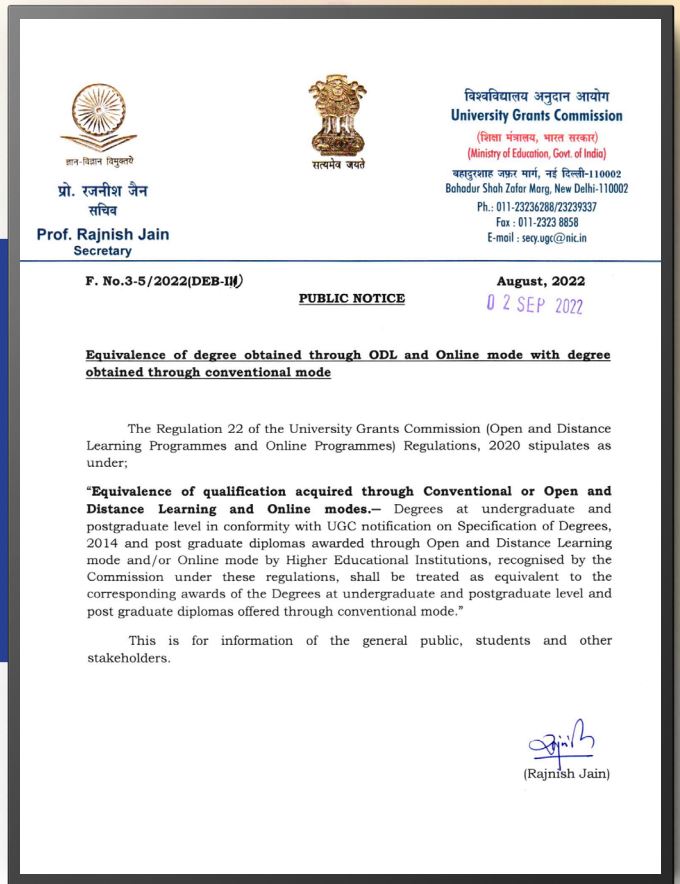
NAAC
'A++'
grade
accredited
university

130+
programs
offered

400+
Teaching
staff

ONLINE DEGREE = REGULAR DEGREE

According to Regulation 22 of the UGC in 2020, online degrees are now considered just as valid and credible as traditional, offline



ADDED BENEFITS OF LEARNING ONLINE

Flexibility & Convenience



Industry-Relevant Curriculum



Cost-Effective Learning



Access to Digital Resources



MASTER OF BUSINESS ADMINISTRATION (MBA)



Duration

02 YEARS



Mode of Learning

ONLINE

Learning Commitment: **8-10 hours/week**
(Recommended Hours)

COURSE ELIGIBILITY

Candidates must hold at least a bachelor's degree in any discipline.

COURSE DESCRIPTION

The program is designed to develop future business leaders, entrepreneurs, and corporate professionals. Covering key areas such as finance, marketing, human resources, and operations, this program equips students with strategic thinking, leadership, and problem-solving skills essential for success in the corporate world.

| SEMESTER-I | | | | | | |
|---------------------|--|-------------------------------|--------|---------|---------------------|-------------|
| Course Code | Course Title | Core/ Elective/ Elective Core | Credit | Marks | | Total Marks |
| | | | | Written | Internal Assessment | |
| MBA 401 | Principles and Practices of Management | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 402 | Managerial Economics | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 403 | Accounting for Managers | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 404 | Business Statistics & Research Methods | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 405 | Computer Applications & Management Information System | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 406 | *Interdisciplinary Elective – Managerial Skill Development | Core Discipline | 4 | 75 | 25 | 100 |
| Total of Semester I | | | 24 | | | 600 |

| SEMESTER-II | | | | | | |
|----------------------|---|-------------------------------|--------|---------|---------------------|-------------|
| Course Code | Course Title | Core/ Elective/ Elective Core | Credit | Marks | | Total Marks |
| | | | | Written | Internal Assessment | |
| MBA 407 | Organizational Behaviour | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 408 | Human Resource Management | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 409 | Marketing Management | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 4010 | Financial Management | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 4011 | Operations Management | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 4012 | **Interdisciplinary Elective – International Business Environment | Core Discipline | 4 | 75 | 25 | 100 |
| Total of Semester II | | | 24 | | | 600 |

SEMESTER-III

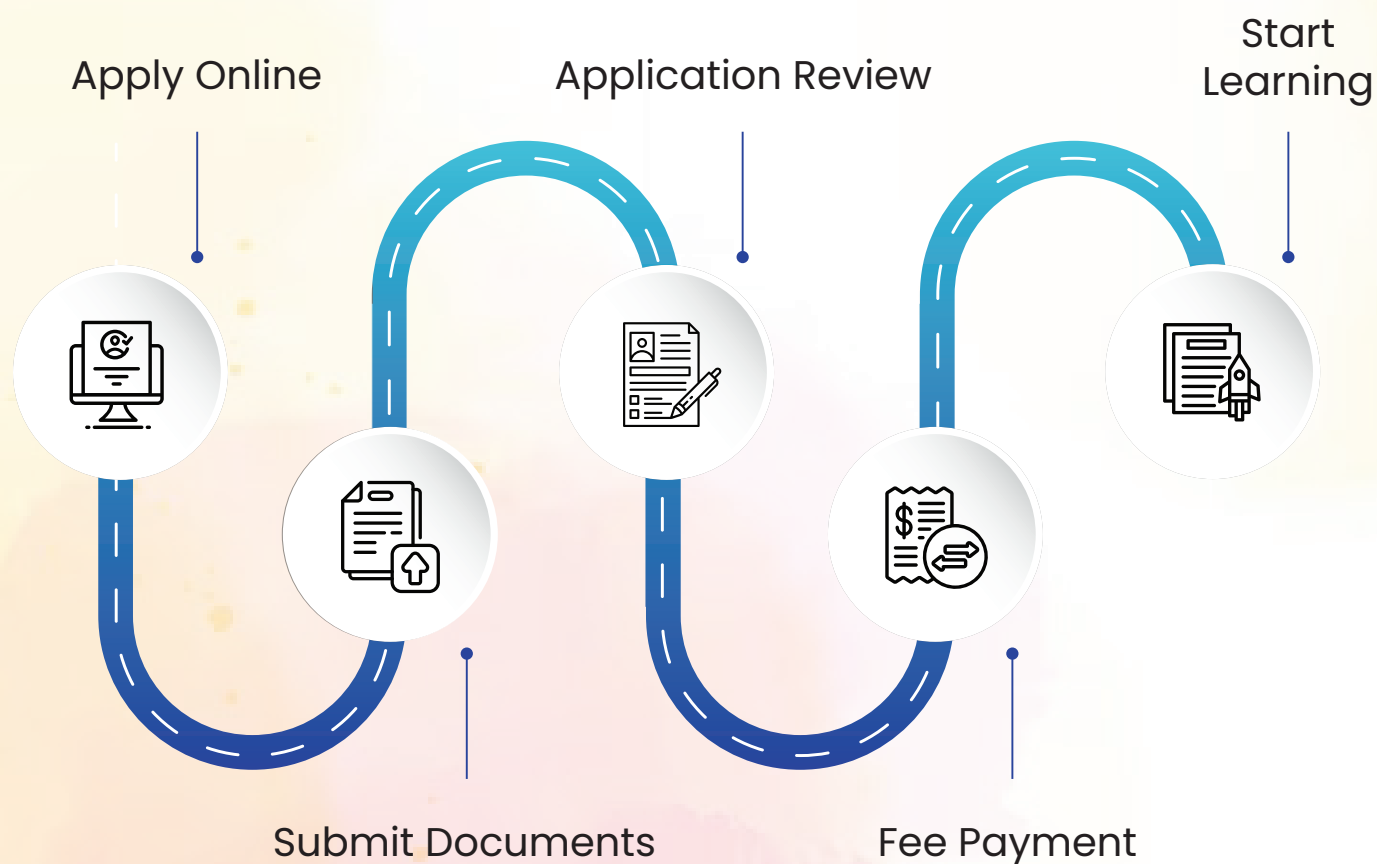
| Course Code | Course Title | Core/ Elective/ Elective Core | Credit | Marks | | Total Marks |
|--|---|----------------------------------|-----------|---------|---------------------|-------------|
| | | | | Written | Internal Assessment | |
| MBA 413 | Business Ethics and Corporate Governance | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 414 | Legal Framework of Business | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 415 | Tax Management in India | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 416 | Viva-voce (based on Summer Training Report: 50 marks for Report Evaluation and rest 50 marks for Viva-Voce) | Core Discipline | 4 | | | 100 |
| Elective Groups: | | | | | | |
| Marketing | | | | | | |
| MBA 417 | Consumer Behaviour and Marketing Research | Elective Cours | 4 | 75 | 25 | 100 |
| MBA 418 | Retail and Supply Chain Management | Elective Cours | 4 | 75 | 25 | 100 |
| Finance | | | | | | |
| MBA 419 | Capital Investment and Financial Decisions | Elective Cours | 4 | 75 | 25 | 100 |
| MBA 420 | Security Analysis and Portfolio Management | Elective Cours | 4 | 75 | 25 | 100 |
| Human Resource Management (HRM) | | | | | | |
| MBA 421 | Human Resource Development | Elective Cours | 4 | 75 | 25 | 100 |
| MBA 422 | Labour Laws in India | Elective Cours | 4 | 75 | 25 | 100 |
| Total of Semester III | | | 28 | | | 700 |

| SEMESTER-IV | | | | | | |
|---------------------------------|--|-------------------------------|--------|---------|---------------------|-------------|
| Course Code | Course Title | Core/ Elective/ Elective Core | Credit | Marks | | Total Marks |
| | | | | Written | Internal Assessment | |
| MBA 423 | Strategic Management | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 424 | Entrepreneurship Development | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 425 | Total Quality Management and Kaizen Strategies | Core Discipline | 4 | 75 | 25 | 100 |
| MBA 426 | Comprehensive Viva-voce | Core Discipline | 4 | | | 100 |
| Elective Groups: | | | | | | |
| Marketing | | | | | | |
| MBA 427 | Integrated Marketing Communication | Elective Cours | 4 | 75 | 25 | 100 |
| MBA 428 | Services and Industrial Marketing | Elective Cours | 4 | 75 | 25 | 100 |
| Finance | | | | | | |
| MBA 429 | Financial Markets and Services | Elective Cours | 4 | 75 | 25 | 100 |
| MBA 430 | International Accounting and Financial Reporting | Elective Cours | 4 | 75 | 25 | 100 |
| Human Resource Management (HRM) | | | | | | |
| MBA 431 | Industrial Relations | Elective Cours | 4 | 75 | 25 | 100 |
| MBA 432 | Organizational Health | Elective Cours | 4 | 75 | 25 | 100 |
| Total of Semester IV | | | 28 | | | 700 |

FEE STRUCTURE

| ONLINE MBA | REGISTRATION / APPLICATION FEE (ONE TIME) | EXAM FEE | COURSE FEE | TOTAL FEES |
|--------------|---|-------------|---------------|--------------|
| SEMESTER I | Rs. 500/- | Rs. 1,500/- | Rs. 11,500 /- | Rs. 52,500/- |
| SEMESTER II | - | Rs. 1,500/- | Rs. 11,500 /- | |
| SEMESTER III | - | Rs. 1,500/- | Rs. 11,500 /- | |
| SEMESTER IV | - | Rs. 1,500/- | Rs. 11,500 /- | |

ADMISSION PROCESS





CAREER OPPORTUNITIES AFTER AN MBA

This degree opens doors to leadership roles in various industries, including:

Business
Analyst



Financial
Consultant



Operations
Manager



Marketing
Manager

Human
Resource
Manager



[Learn Now](#)

WITH

**DEEN DAYAL UPADHYAYA
GORAKHPUR UNIVERSITY**



For more information contact:



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