



**VIVEKANANDA GLOBAL  
UNIVERSITY, JAIPUR**

(Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2 (f) of UGC Act, 1956)

**ON. VGU**  
O N L I N E V G U  
Entitled by UGC

**CDOE** CENTRE FOR  
DISTANCE AND  
ONLINE  
EDUCATION  
**Vivekananda Global University**

# Online Degree Programme



# MBA

## Master of Business Administration



**ADMISSION  
OPEN**



**NAAC  
GRADE A**  
Accreditation University



**UGC**  
Entitled



**AICTE**

# ABOUT VGU

Vivekananda Global University is one of the leading private universities in India. VGU is a NAAC A+ accredited and UGC approved institution supplementing the young generation with a credible step forward in their careers. All programmes of VGU are UGC and other regulatory bodies approved. VGU is committed to providing excellence in education, research, consultancy, and the promotion of human advancement. We have set up thousands of benchmarks and created an impact on higher education unparalleled to any other. We have been proudly accoladed with the title of:

- The Most Preferred Private University Of The Year-WEST for 2 Consecutive Years.(2018/19)
- 4 Star Rated Green Campus by ASSOCHAM, India
- Acknowledged in the Forbes List 2018 Among 35 Institutes Across India
- Certified as a Global League Institute 2019-20, With rating of 4,1/5 based on the Student Satisfaction Survey



**100+ Courses**



**25+ Incubated Start ups**



**5000+ Learners**



**1500+ Placements**

## APPROVALS & ASSOCIATIONS



Online Programme  
Entitled by UGC

Accredited by National  
Assessment & Accreditation  
Council



All India Council for  
Technical Education



QS ASIA UNIVERSITY RANKINGS - 2025



## APPROVALS & ASSOCIATIONS

Trust and Legacy built by VGU over the years is now extended to Online VGU, a state-of-the-art online higher education initiative that aims to deliver new-age degrees to learners with the promise of quality, flexibility, and accessibility. Get access to transformative knowledge at your comfort and the stellar credibility of one of the most renowned Universities in the country.



# Why choose us?

## Online Programme Entitled by UGC

(Certificate awarded by VGU Jaipur, rated A+ by NAAC.)



## Self-paced online degree

(Study while working. Learn from anywhere with optimum flexibility)



## Live Sessions by Seasoned Faculties

(Enrich yourself with online classes conducted by Experienced faculties)



## Career Support

(Get Career guidance from Eminent Industry Professionals)



## Bespoke Industry-ready specialisation

(Make yourself industry ready by learning new-age future skill specialisations)



## Mentorship with Corporates

(Have corporate coaches, Industry experts, and faculties as your mentors)



## AI Based Virtual Proctored Examination

(Appear in the Examination from any place through online)



## Dedicated Learner Support Service

(Personalized support through dedicated learner support team)



# Why MBA?



# MBA

Masters in Business Administration

**Our Online Master of Business Administration program fosters the skills of the business world amongst the learners that they need to adhere to survive in the constantly changing corporate world. The two-year Master of Business Administration degree prepares learners to manage and facilitate organizational needs. Our MBA program teaches learners the skill of propelling economic activity and managing assets generated by companies. Our Online MBA provides the flexibility of learning, interactive sessions with industry experts and builds confidence in the global job market.**

## Career Avenues

**Financial Analyst**  
**Marketing Coordinator**  
**Operations Executive**  
**Business Development Associate**

**Operations Manager**  
**Marketing Manager**  
**Business Analyst**  
**Human Resources Manager**  
**Financial Controller**

**Chief Operating Officer (COO)**  
**Director Marketing**  
**Director Finance**  
**Chief Executive Officer (CEO)**  
**Business Development Director**

## Elective Pool

**Marketing**

**Financial Management**

**Healthcare Management**

**Human Resource Management**

**Agri Business**

**Operations Management**

**Information Technology Management**

**International Business Management**



## Eligibility

Passed Bachelor Degree of minimum 3 years duration.

## Duration

2 Years/24 Months (4 Semesters) 4 yrs Maximum duration for completion

## Academic Fee

₹ 32,500 / **Semester**  
For National Applicant

₹ 65,000 / **Semester**  
For International Applicant

**Note :** Examination Fee Payable ₹ 1500/- Per Semester For Indian Learner  
Examination Fee Payable ₹ 3000/- Per Semester For International Learner

## Program Structure – MBA

### Semester 1

#### Name of the Subject

#### Credits

Managerial Economics  
Quantitative Methods for Management  
Accounting for Managers  
Legal Aspects of Business  
Management Concepts  
Organizational Behaviour  
Business Environment  
Business Ethics

4  
4  
4  
4  
4  
4  
4  
2

**TOTAL**

**30**

## Semester 2

### Name of the Subject

### Credits

Human Resource Management  
Financial Management  
Marketing Management  
Research Methodology  
Introduction to Agri Business Management  
Management Information System  
International Business Management  
Total Quality Management  
Digital Marketing  
Innovation & Design Thinking  
Business Communication

3  
4  
3  
4  
3  
3  
3  
3  
2  
2

**TOTAL**

**30**

## Semester 3

### Name of the Subject

### Credits

#### Compulsory Subjects

Project Management  
Supply Chain Management  
Strategic Management  
Entrepreneurship & Innovation Management

3  
3  
3  
2

**11**

#### Electives ( 4 Paper from chosen Electives )

##### Marketing

Consumer Behaviour  
Marketing of Services  
Integrated Marketing Communication  
Sales Distribution & Logistics Management

3  
3  
3  
3

**12**

##### Human Resource Management

Employee Legislation  
Strategic Human Resource Management  
Training & Development  
Performance Management & Talent Retention

3  
3  
3  
3

**12**

### Financial Management

Principles & Practices of Banking	3
Management of Financial Services	3
Financial Innovation and Risk Management	3
Security Market and Portfolio Management	3

12

### Agri Business

Livestock Production & Management	3
Farm Management	3
Fertilizer Technology and Management	3
Agricultural Marketing Trade and Prices	3

12

### International Business Management

International Trade Procedures and Documentation	3
International Marketing Management	3
Global HRM	3
International Financial Management	3

12

### Operations Management

Operations Planning & Control	3
World Class Manufacturing	3
Project Formulation & Analysis	3
Inventory & Purchase Management	3

12

### Healthcare Management

Hospital Management 1	3
Hospital Services and Quality Management	3
Hospital Management 2	3
Industrial Health and Safety Management	3

12

### Information Technology Management

Enterprise Resource Planning	3
Database Management System	3
System Analysis and Design	3
Networking Concepts	3

12

**TOTAL : 23**



## Semester 4

## Name of the Subject

## Credits

Practical Training in Industry  
Indian Knowledge System\*  
AI for Business\*  
Universal Human Values\*  
Financial Reporting & IFRS\*

8  
3  
3  
3  
3

\* Subject to Approval

**TOTAL**

20

**Total Credits for Degree : 103**

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 ŶŎŬĂÇĂŅĂĐŎĂĂŅŶŢĤİŃĞĂ  
 ĂŅĐĂĒŴĒŔŶŢĤİŃĞ



Swami Vivekananda



# Academic Delivery Mechanisms



Live, Interactive Lectures  
by seasoned faculties



Industry Expert Sessions  
and Webinars



Pre. Recorded AV Content  
for Flexible Learning



**Asynchronous Discussion Forum**  
to Inculcate Peer Learning



Gamified Quizzes, MCQ's, Case  
Studies, Simulations & Projects



Flexibility to Learn Anytime,  
Anywhere through VGU-LMS



24x7 Learner Support  
Center & Mentors

# Internal ≡ Assessment

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Internal Assessment (30 Marks)

- ▶ Assignment 1 (10 Marks)
- ▶ Assignment 2 (15 Marks)
- ▶ Participation in overall Activities (5 Marks)

# End Term ≡ Examination

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End Term Examination (70 Marks)

- ▶ 49 MCQs (1 mark each)
- ▶ 3 Subjective Questions (7 marks each)





## How to Apply?



Visit <https://onlinevgu.com/> &  
Locate the Registration Portal



Fill your details and pay the  
registration fee



Pay the academic fee for the first  
semester/year or full program



Upload All Mandatory documents &  
submit your application



The university will verify your  
documents to confirm your admission



We help your dreams to become reality. Join our dynamic degree programs  
and learn out of the box from the best industry leaders.



*Get in touch*

Visit <https://onlinevgu.com/>

Admission helpline No: +91 9220315527

E-mail: [admissions@onlinevgu.com](mailto:admissions@onlinevgu.com)