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ONLINE MBA IS YOUR CAREER GAME CHANGER!



Master of Business Administration (MBA)

- This online MBA programme helps the students to study in the online mode and grasp all these management skills with complete flexibility to learn anytime, anywhere.
- This programme aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from.
- The programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.



MAHARISHI MARKANDESHWAR
(DEEMED TO BE UNIVERSITY)
Mullana-Ambala, Haryana
(Established under Section 3 of the UGC Act, 1956)
(Accredited by NAAC with Grade 'A++')

Learn with MM(DU) using Futuristic Technology





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RANKINGS & ACCREDITATIONS



Eligibility

The candidates should have passed Bachelor's degree (any discipline) from any recognized University. Certificate of equivalence of graduation degree from Association of Indian Universities (AIU) is mandatory for International students. (Refer to <https://aiu.ac.in/>)

Annual Fees

Indian Students (INR) : Rs. 70,000

International Students :

- ▶ Foreign (SAARC*) : 750 USD
- ▶ Foreign (Others) : 1000 USD

One-Time Registration Fees (Non Refundable)

- ▶ Indian Students (INR) : Rs 500
- ▶ International Students: 10 USD

***SAARC COUNTRIES : NEPAL, BHUTAN, BANGLADESH, SRI LANKA, MALDIVES, AFGANISTAN & PAKISTAN**

Duration

2 Years (4-Semesters)

Admission Process

STEP 01

"Explore the online programme"



STEP 02

" Fill the admission form online"



STEP 03

"Get shortlisted by admission expert"



STEP 04

"Pay the programme fees"



STEP 05

"Start learning"



***Our admission counselor will guide you through-out the Admission process (1800 2740 240)**

Curriculum

1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Management Process and Organizational Behaviour	Research Methodology	Strategic Management	Management Information System
Managerial Economics	Operations Research	Entrepreneurship Development	* Research Project
Data Analysis for Managers	Business Analytics	Summer Training Report	*Specialization - I (Any two courses)
Accounting for Managers	Financial Management	*Specialization - I (Any three courses)	
Executive Communication	Marketing Management		
Legal Aspects of Business	Human Resource Management		
Fundamentals of Computers	Production and Operations Management	*Specialization - II (Any three courses)	*Specialization - II (Any two courses)
Seminar	International Business		
Open Elective	Open Elective		
Open Elective	Open Elective		

*SPECIALIZATION ELECTIVE IN 3rd SEMESTER

Marketing	Marketing Research	Consumer Behaviour	Marketing of Services	Retail Management	Marketing Analytics
Finance	Security Analysis and Portfolio Management	Management of Financial Services	Financial Modelling	Corporate Tax Planning	Foreign Exchange Management
Human Resource	Human Resource Development	Performance Management	Managing Inter-personal and group Processes	Strategic Human Resource Management	Human Resource Analytics
International Business	International Business Environment	Export Import Procedures and Documentation	Foreign Exchange Management	Multinational Banking	International Trade Laws
Operations Management	Supply Chain Management	Purchase Management	Service Operations Management	Technology Management	Goal Programming in Management
Information Technology	Enterprise Resource Planning	Business Process Re-engineering	System Analysis and Design	E-Commerce Applications	Data Base Management System
Hospital Management	Hospital Operations Management	Management of Medical and Health Services	Marketing of Hospital Services	Hospital Management and Laws	Hospital Patient Management
Hospitality Management	Introduction to Hospitality	Conference and Event Management	Food and Beverage Management and Control	Customer Relationship Management	Travel Agency and Tour Operations
Agri-Business Management	Fruit Production and Post-Harvest Management	Technology for Vegetables & Spice Production	Poultry and Hatchery Management	Fertilizer Technology Management	Production Technology for Agronomical Crops

*SPECIALIZATION ELECTIVE IN 4th SEMESTER

Marketing	Sales and Distribution Management	Integrated Marketing Communication	Product and Brand Management	Strategic Marketing	Digital and Social Media Marketing
Finance	Behavioural finance	Financial Derivatives	International Financial Management	Project Management	Financial Restructuring
Human Resource	Organization Change and Intervention Strategies	Global Human Resource Management	Business Negotiations	Labour Welfare and Social Security	Leadership Dynamics
International Business	International Strategic Management	International Logistics	Regional Economic Blocks	Cross Cultural and Global Management	India's Foreign Trade and Policy
Operations Management	Total Quality Management	Logistics Management	Inventory Management	Computer Aided Design and Management	World Class Manufacturing
Information Technology	E-Customer Relationship Management	Multi-Media and Web Development	Management Information System	Programming with Python	Data Warehousing and Data Mining
Hospital Management	Health Information System	Communication for Hospital Managers	Health Insurance Management	Pharmaceutical Supply Chain Management	Health Economics
Hospitality Management	Front Office Operations	Tourism Products Design and Development	Airport Management	Service Marketing	Operations Management
Agri-Business Management	Live Stock Farm Management	Agri-Entrepreneurship	Seed Production Technology & Management	Feed Business Management	Management of Floriculture and Landscaping

****OPEN ELECTIVE IN 1st & 2nd SEMESTER**

- Statistical Modelling using SPSS
- Personality Development
- Counselling Skills for Managers
- Event Management
- Goods and Service Tax
- Presentation and Interview Skills
- Human Values & Professional Ethics

Course Outcomes

This course equips the students with the complete business management knowledge making them fully capable to get employed in the big business corporate including any domain of the business like finance, human resource management, marketing management, operations and like. They can also become successful entrepreneurs, starting their own business ventures after completing this course

THE ONLINE MM(DU) ADVANTAGE

To cater the multiple needs of Aspirants, MM(DU) uses technology-enabled platform to impart learner-centric quality education. This academic program serves as the ideal up-skilling for both beginner and experienced.



- **Anytime-Anywhere Learning**

- ★ Students enjoy the process of learning like a lively classroom environment
- ★ Learn at your own pace and get the best of both- the comfort & flexibility of online education just like an on-campus
- ★ Computer-based online proctored examination



- **Team of expert faculty and mentors**

- ★ Interaction with experts from renowned academicians and industry professionals
- ★ Regular LIVE classes by experienced faculty
- ★ Portfolio building with real-world projects
- ★ Exemplary employer ratings of various programs
- ★ Dedicated course mentor allocated to each student
- ★ Flexible and modern curriculum selected for maximum industry relevance



- **Career support to find your dream job**

- ★ Career assistance & exclusive virtual job fairs
- ★ Professional mentorship to cultivate future business leaders
- ★ Hand holding by student relationship managers

MM(DU) Alumni Work With





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