



Marwadi
University
Marwadi Chandarana Group



ONLINE MBA

UGC ENTITLED PROGRAM



ABOUT MARWADI UNIVERSITY

Marwadi University is a prominent University in Western India with a Global Vision. It engages with people and institutions across the globe in the quest to promote cultural understanding and encourage the next generation of world leaders. The University promotes a three-layered learning structure. With this, the University lays a foundation of knowledge and skills leading to their overall development. A due emphasis is laid not only on the academic growth of students but also on their holistic development.

- Surety of quality education at affordable cost at Gujarat's first **NAAC A+** accredited Institute
- Government of Gujarat recognized Marwadi University and awarded it with '**Centre of Excellence**' status
- The University is a Prestigious Member under **SII (STUDY IN INDIA)**, Govt. of India, Ministry of Education
- **FORBES** has awarded the University as the Top Law School in India

OUR VISION

To foster an environment that empowers people, organizations and societies through education, ideas, research and training.

OUR MISSION

- To provide quality education and thereby bring social transformation.
- To create leaders through innovation and entrepreneurship.
- To cultivate the culture of research advancements
- To imbibe universal consciousness.
- To stimulate growth through industrial and international partnerships.

OUR CORE VALUES

LEADER

- LIFELONG LEARNING
- EMPOWERMENT
- ADAPTABILITY
- DIVERSITY
- EMPATHY
- RESPECT





EMPOWER YOUR FUTURE LEAD THE CHANGE

Transformative Mba Programs At Faculty Of **Management Studies**, Marwadi University

- Industry-Relevant Curriculum: Courses are continuously updated to meet the evolving demands of the business world, integrating emerging trends like digital marketing, AI, and sustainability.
- Emphasis on Practical Learning: Strong focus on case-based learning, internships, live projects, and industry interactions that prepare students for real-world challenges.
- Leadership and Entrepreneurship Focus: Encourages innovation and entrepreneurship, fostering leadership qualities that make graduates future ready.
- Specializations: Offers a wide array of specializations that allow students to tailor their MBA experience to align with their career goals.

Global Exposure: Opportunities for international exchange programs and collaborations with foreign universities, providing a global perspective

Personalized **Learning**

- Access premium content anytime, anywhere
- Progress at your own speed, on your own terms
- Expert sessions from renewed industry & academic experts
- Video Lectures
- Pre-recorded Lectures
- Interactive Material
- Virtual Live Classes
- Discussion Forum

WHY WE'RE YOUR TOP CHOICE

**THE ADVANTAGE IS CLEAR
EVERYTHING YOU NEED, ALL IN ONE PLACE**

A DISTINCTIVE ONLINE EXPERIENCE

DURATION AND **FEES STRUCTURE**

The duration of the programme will be of **2 years** divided into **4 semesters**.

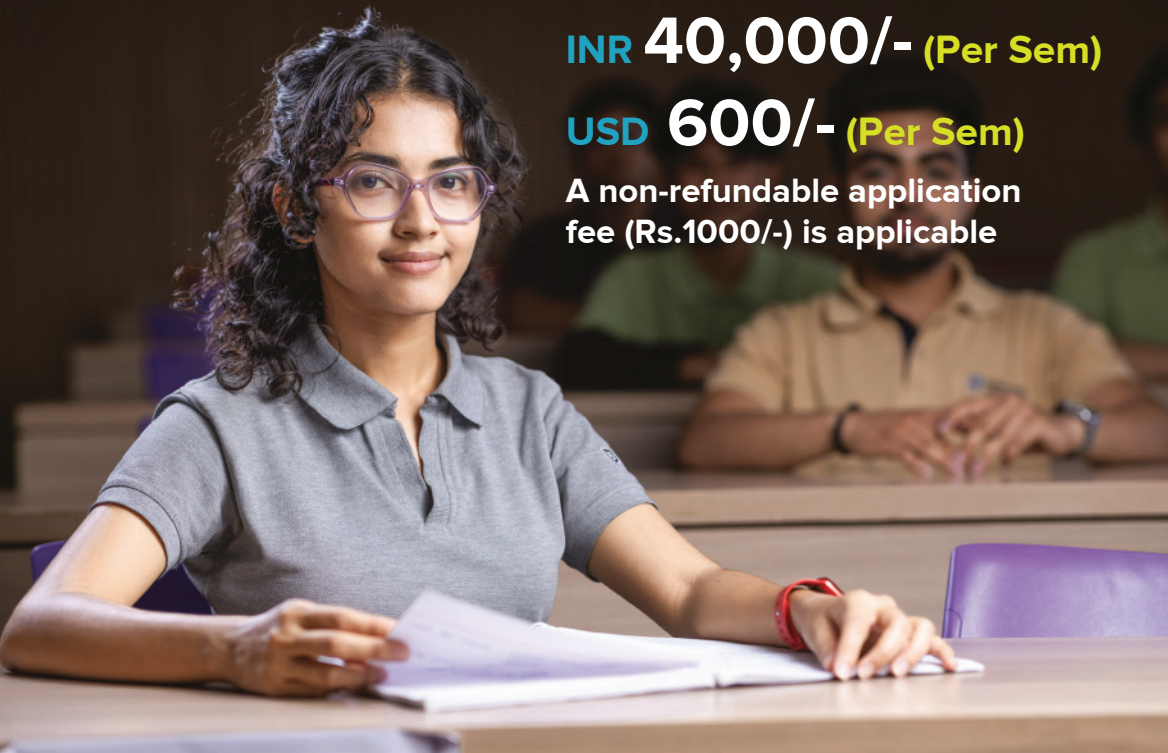
Candidates must have a 10 + 2 + 3-year bachelor's degree from a recognized university/institution or an equivalent qualification as recognized by the Association of Indian Universities.

Candidates must have a minimum of 50% marks in aggregate in graduation (45% for reserved categories)

INR 40,000/- (Per Sem)

USD 600/- (Per Sem)

**A non-refundable application
fee (Rs.1000/-) is applicable**



Master of Business Administration (MBA)

PROGRAM STRUCTURE

Core Subjects

FIRST SEMESTER

Accounting for Managers
Economics for Managers
Statistics for Management
Organisational Behaviour
Business Communication
Entrepreneurship
Cyber Security and Privacy

Core Subjects

SECOND SEMESTER

Financial Management for Managers
Human Resources Management
Marketing Management
Business Research Methods
Automation In Production Systems and Management
Costing For Managers
Introduction to GST

Core Subjects

THIRD SEMESTER

Strategic Management
Legal Aspects of Business
International Business

Core Subjects

FOURTH SEMESTER

Business Ethics and Corporate Governance
Management Information System

PICK YOUR SPECIALIZATION ELECTIVES

Specialisation (Choose any One)

SEMESTER III (Any Three)

SEMESTER IV (Any Two)

FINANCIAL MANAGEMENT

Investment Analysis and
Portfolio Management

Corporate Restructuring
and Valuation

Financial Statement Analysis

Financial Modelling and Analytics

Financial Markets and Institutions

Project Appraisal and Finance

Corporate Taxation

Behavioural Finance

International Finance

Financial Derivatives and Risk Management

MARKETING MANAGEMENT

Consumer Behavior

Supply Chain Management

Marketing Communication

Services Marketing

Product and Brand Management

Sales and Distribution Management

Marketing Research

Industrial Marketing

Analytics for Marketing Management

Rural Marketing

Retail Management and Services

Marketing Strategy

HUMAN RESOURCE MANAGEMENT

Change Management and
Organizational Development

Strategic Human Resource
Management

Compensation Management

Human Resource Development

Human Resource Information System

Strategic Performance Management

Management of Industrial Relations
and Labour Legislations

Talent Management and
Employee Engagement

HR Analytics

Rural Marketing

Managing Diversity

Marketing Strategy

INTERNATIONAL BUSINESS

Global Marketing

International Risk Communication

International Finance

International Supply Chain
Management

International Human Resource Management

India: International Relations

International Advertising

India and WTO

International Trade Operations
& Documentation

International Negotiations

Specialisation (Choose any One)

SEMESTER III (Any Three)**SEMESTER IV (Any Two)****ENTREPRENEURSHIP
AND FAMILY BUSINESS**

Planning, Structuring and Financing SMEs	Managing Corporate Entrepreneurship
Managing Start Ups	Succession Planning
Marketing for MSMEs	for Family Business
Management of Family Business	Innovation Management
Social Entrepreneurship	and Technology Appreciation
International Negotiations	Legal Aspects of Start Ups and IPR

BANKING AND INSURANCE

Investment Banking	Economics of Insurance
Financial Services	Wealth Management
Principles and Practices of Banking	Microfinance and Rural Banking
Financial Markets and Institutions	Insurance and Risk Management
Treasury Management	
Fundamentals of Insurance	

IT AND SYSTEMS

Software Project Management	Enterprises Resource Planning
Network and Communication Management	and Business Process Management
Database Management Systems	Data Visualization using Power BI
Big Data in IT and Systems	Business Analytics using
Data Science Using R	Python Programming
Information Security, Ethics and Issues	Application of Cloud Management

OPERATIONS MANAGEMENT

Fundamentals of Logistics & Supply Chain Management	Supply Chain Analytics
Operations Research Applications	Management of Services
Material Management and Inventory Control	Operations Strategy
Total Quality Management	Lean Management
Management of Manufacturing Systems	
Sourcing Management	

**LOGISTICS AND
SUPPLY CHAIN MANAGEMENT**

Sourcing Management	Enterprise Resource Planning
	and Business Process Management
Total Quality Management	Shipping and Maritime
	Logistics Management
Physical Distribution And Transportation Management	Packing and Packaging Management
Material Management And Inventory Control	International Logistics Management
Fundamentals of Logistics and Supply Chain Management	
Sourcing Management	

PICK UP YOUR GENERAL ELECTIVE

General electives (Choose any One)

SEMESTER III

Project Management

Creativity and Innovation

Econometrics

Personal Financial Management

Customer Relationship Management

Value Chain Management

Emotional Intelligence

Psychometric Testing

Managerial Psychology

SEMESTER IV

Preparedness and Response in Disaster Management

Design Thinking

Intellectual Property Rights

Leadership - Theory and Practice

Energy Business Management

Event Management

Public Policy

Public Finance and Policy

Stress Management

PICK UP YOUR SKILL ENHANCEMENT ELECTIVE

Skill Enhancement electives (Choose any One)

SEMESTER III

Goods and Service Tax

Advanced Corporate Communication

Foreign Language

SEMESTER IV

Six Sigma

Management of Field Sales

Block Chain Technology

ENROL NOW

PROCESS OF ENROLMENT FOR THIS PROGRAM

Online Application

Applicants must submit an online application through the university's official website.

The application form will require them to provide personal details, educational background, work experience (if applicable), and any other relevant information.

Application Fee

A non-refundable application fee is applicable, which must be paid online at the time of submitting the application. Details regarding the application fee amount and payment methods will be provided on the university's website.

Submission of Documents

Along with the online application, applicants are required to upload scanned copies of supporting documents. These may include academic transcripts, degree certificates, standardized test scores (if applicable).

Deadline

Applicants must ensure that their application, along with all required documents, is submitted before the specified deadline. Late applications may not be considered for admission.

Application Review

Once the application deadline has passed, the admissions committee will review all submitted applications. Applicants may be contacted for additional information or invited for an interview as part of the selection process.

Notification of Admission

Successful applicants will receive an official letter of admission from the university, outlining the terms of acceptance and any further steps required for enrolment. Applicants who are not accepted will also be notified accordingly.

Enrolment Confirmation

Accepted applicants must confirm their enrolment by the specified deadline by paying the required enrolment deposit and completing any other enrolment procedures stipulated by the university.

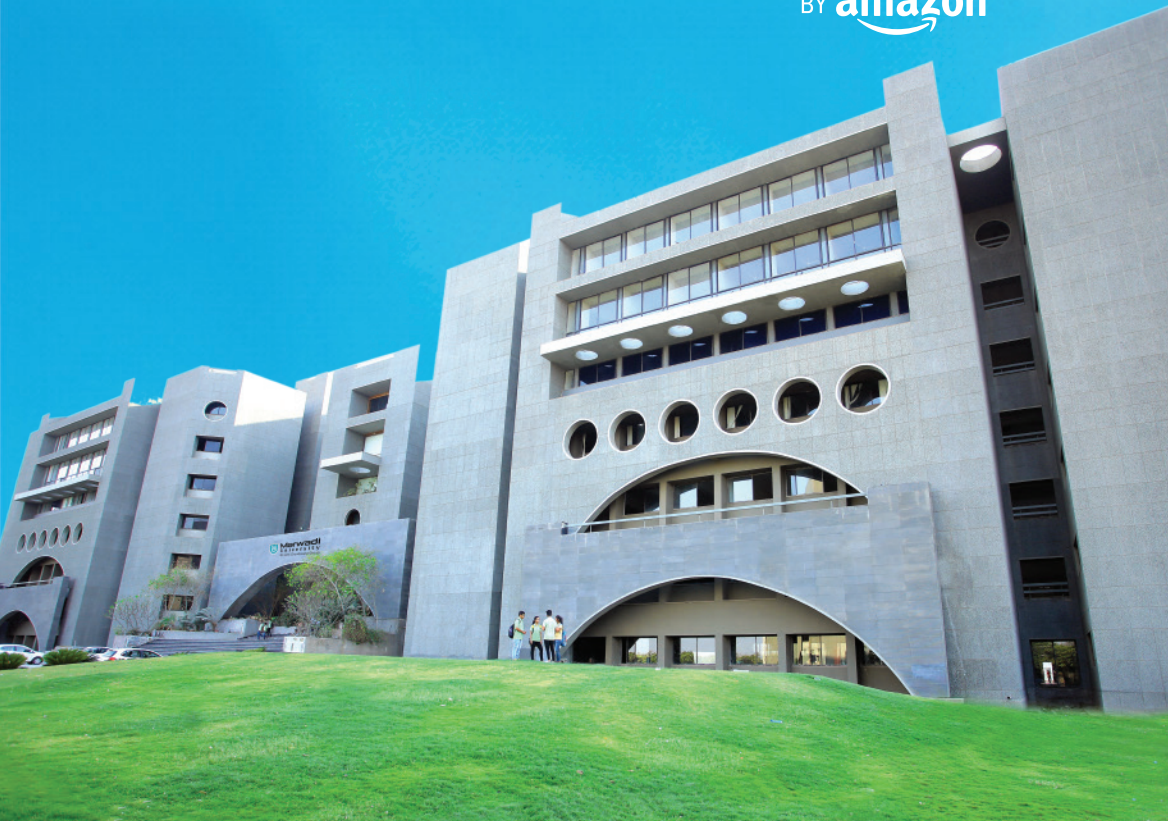
Orientation

Prior to the start of classes, enrolled students will be invited to attend an orientation session, where they will receive important information about the program, meet faculty and staff, and familiarize themselves with campus facilities and resources.

**CENTRE OF
EXCELLENCE**
AWARDED BY GOVT. OF GUJARAT

NAAC A+
ACCREDITED UNIVERSITY

HIGHEST PLACEMENT
PACKAGE OF **34.5L**
BY **amazon**



For Admission Inquiry, Call or WhatsApp

 **89800 30090**

www.marwadiuniversity.online
Rajkot-Morbi Road, 360003 Gujarat, India

360° Campus View



Scan to follow us