



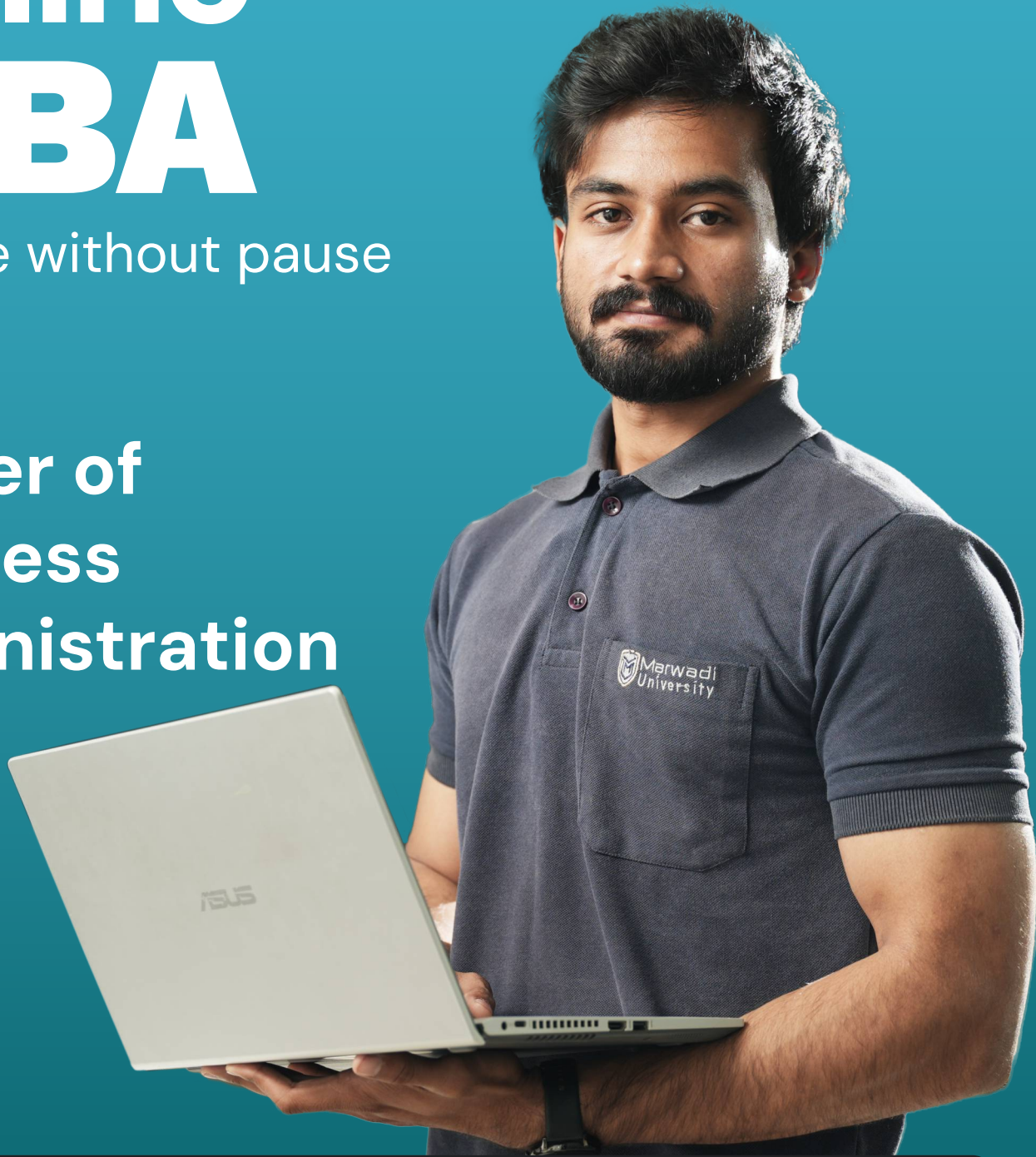
Marwadi
University
Marwadi Chandarana Group

ONLINE

Online MBA

Upgrade without pause

Master of Business Administration



A+ NAAC
Grade

NBA
TIER-1 ACCREDITATION

CoE Centre of
Excellence

nirf ALL INDIA TOP
100-150
University Ranking

 **UGC**
Entitled
ज्ञान-विज्ञान विमुक्तये

QS WORLD **Asia 2026**
UNIVERSITY **Rank**
RANKINGS **353**
No.1 AMONG ALL PRIVATE
UNIVERSITIES IN GUJARAT



MBA Master of Business Administration

- **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

FEE STRUCTURE

Duration

2 Years (4 Semesters)

Eligibility Criteria

10+2+3 bachelor's degree from a recognized university or equivalent (AIU recognized).

Minimum 50% marks in graduation (45% for reserved categories).

Fee

INR **30,000**/Semester

Medium of Instruction

This MBA programme shall have English language as the medium of Instructions and Examinations.



*Non-refundable examination fee

COURSE DELIVERY

SEMESTER - 1

1. Accounting for Managers
2. Economics for Managers
3. Statistics for Management
4. Organisational Behaviour
5. Business Communication
6. Entrepreneurship Cyber Security and Privacy

SEMESTER - 3

1. Strategic Management
2. Legal Aspects of Business
3. International Business

SEMESTER - 2

1. Financial Management for Managers
2. Human Resources Management
3. Marketing Management
4. Business Research Methods
5. Automation In Production Systems and Management
6. Costing For Managers
7. Introduction to GST

SEMESTER - 4

1. Business Ethics and Corporate Governance
2. Management Information System



**START WHERE YOU ARE.
USE WHAT YOU HAVE.
DO WHAT YOU CAN.**



PICK YOUR SPECIALIZATION ELECTIVES

Specialisation (Choose any One)

Sem. III (Any Three)

Sem. 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

International Advertising

India: International Relations

India and WTO

International Trade Operations & Documentation

International Negotiations

Specialisation (Choose any One)**Sem. III (Any Three)****Sem. IV (Any Two)****Entrepreneurship and Family Business**

Planning, Structuring and Financing SMEs

Managing Corporate Entrepreneurship

Managing Start Ups

Succession Planning for Family Business

Marketing for MSMEs

Management of Family Business

Innovation Management and Technology Appreciation

Social Entrepreneurship

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 and Business Process Management

Network and Communication Management

Database Management Systems

Data Visualization using Power BI

Big Data in IT and Systems

Business Analytics using Python Programming

Data Science Using R

Information Security, Ethics and Issues

Application of Cloud Management Marketing Strategy

Operation 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 YOUR GENERAL ELECTIVES

General Electives (Choose any One)

Sem. III

Project Management

Creativity and Innovation

Econometrics

Personal Financial Management

Customer Relationship Management

Value Chain Management

Emotional Intelligence

Psychometric Testing

Managerial Psychology

Sem. 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 YOUR SKILL ENHANCEMENT ELECTIVES

Skill Enhancement Electives (Choose any One)

Sem. III

Goods and Service Tax

Advanced Corporate Communication

Foreign Language

Sem. IV

Six Sigma

Management of Field Sales

Block Chain Technology



HIGHEST PLACEMENT PACKAGE OF 34.5L

BY amazon



For Admission Inquiry, Call or WhatsApp

 **99099 54621**

www.marwadiuniversity.online

Rajkot-Morbi Road, 360003 Gujarat, India

360° Campus View



Scan to follow us



MARWADI
CHANDARANA
GROUP