



NAAC  
GRADE **A+**

# DIRECTORATE OF DISTANCE & ONLINE EDUCATION

MASTER OF BUSINESS ADMINISTRATION

COURSE BROCHURE (2026-27)

# INTRODUCTION

Masters in Business Administration (MBA) through online mode is a highly valued post graduate degree designed specifically while keeping in mind to focus the essential skills required for careers in businesses, establishing ventures, imbibing entrepreneurial skills and managing organizations across globe. With the help of this program, the University teachers and real time projects in close alignment with holistic learning approach help the students to define their hidden personality traits and develops managerial style that transforms students into a variety of strategic thinkers, future leaders, economists and entrepreneurs.

OL-MBA program helps students to expand their knowledge of management theories and allows the student to specialise in their chosen sector(s). The students are motivated to expand and swim in vast networking opportunities provided during the tenure of the course that further enhances their own prospects. This program helps students to become a change agent, ready to tackle a range of business issues and develop innovative solutions for the benefit of their own career.

## MISSION:

To develop reached and unreached students into a new generation of leaders through updated quality education and career assistance by open and distance learning.

## OBJECTIVES:

The OL - MBA program of Mangalayatan University is designed after acknowledging essential quality inputs received from Students, Alumni, Parents, Academicians/ Teachers and also incorporating the contribution of Industries' demands which enable a learner to get out of their comfort zones and make them understand how to deal with the latest domestic and international business issues. The Program uses latest management techniques to solve/rectify strategic problems effectively and efficiently. The OL - MBA programme will help students in acquiring specialised knowledge for quality business management practise in globalised India.

# INSTRUCTIONAL DESIGN

The program is divided into four semesters and minimum credit requirement is 84 to get MBA degree in OL mode from Mangalayatan University. Minimum time period for acquiring MBA degree will be two years and maximum time (extended) period is 4 years. Student can select one elective.

SEMESTER - I						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-6101	Principles and Practices of Management	4	30	70	100
2	MGO-6102	Managerial Economics	4	30	70	100
3	MGO-6103	Accounting for Managers	4	30	70	100
4	MGO-6104	Business Statistics	4	30	70	100
5	MGO-6105	Communication for Management	4	30	70	100
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>

SEMESTER - II						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-6201	Entrepreneurship & SMEs Management	4	30	70	100
2	MGO-6202	Business Environment	4	30	70	100
3	MGO-6203	Research Methodology	4	30	70	100
4	MGO-6204	Business Laws	4	30	70	100
5	MGO-6205	Human Resource Management	4	30	70	100
<b>TOTAL</b>			<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>

**Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester**

SEMESTER - III						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-7101	Strategic Management	4	30	70	100
2	MGO-7102	Organizational Behavior	4	30	70	100
Electives						
Marketing Specialization						
1	MGO-7111	Marketing Management	4	30	70	100
2	MGO-7112	E-Marketing	4	30	70	100
3	MGO-7113	Retail Management	4	30	70	100

SEMESTER - IV						
S.No.	Course Code	Course	Credit	Continuous Assessment	Term End Exam	Grand Total
				MAX	MAX	
1	MGO-7201	Business Ethics and Corporate Governance	4	30	70	100
2	MGO-7202	Global Business Mgmt.	4	30	70	100
3	MGD-7200	Dissertation	4	30	70	100
Electives						
Marketing Specialization						
1	MGO-7211	Consumer Behavior & Marketing Comm.	4	30	70	100
2	MGO-7212	Marketing of Services	4	30	70	100
3	MGO-7213	Sales & Distribution Management	4	30	70	100

# SYLLABI AND COURSE MATERIALS

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

## STUDY MATERIAL

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

## VIDEO LECTURES

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

## ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 1 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 1 hours each and in case of 6 credits course there shall be 8 sessions of 1 hours each.

## MEDIUM OF INSTRUCTION

Medium of Course Instruction:	English
Medium of Examination:	English

# STUDENT SUPPORT SYSTEMS

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

## PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

### FEE STRUCTURE

Name of the Program	Degree	Duration	One Time Reg. Fee	Semester Fee	Exam Fee Per Semester	Full Year Fee	Total Fees
Master of Business Administration	PG	2 Years	1000	15000	1500	34000	67000
<b>Total</b>							<b>67000</b>

### ACTIVITY SCHEDULE

S.NO.	Name of the Activity	Tentative months schedule (specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

\* These dates are tentative. Final dates will be informed well in advance on your LMS.

## CREDIT SYSTEM

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 Yrs to 4 Yrs	84	M.B.A.	Master's Degree (Professional)

## WHY ONLINE EDUCATION?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

## ADMISSION PROCESS

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.



**Mangalayatana**  
**ONLINE**

## Contact Us



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