



**दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय**  
**Deen Dayal Upadhyaya Gorakhpur University**  
(Accredited A++ by NAAC)  
**Centre for Distance and Online Education**



MASTER THE ART OF BUSINESS ADMINISTRATION  
**MBA (ONLINE)**

# ABOUT DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY

Deen Dayal Upadhyaya Gorakhpur University, founded in 1950, is the first university in Uttar Pradesh to emerge as a leading higher-studies centre after Independence. It has earned an A++ accreditation from NAAC for its relentless pursuit of its motto, "Let the noble thoughts come to us from all directions," which reflects its openness to diverse perspectives, cultures, and values in its academic and organisational spheres.



## WHY CHOOSE US?

**75+**  
years of  
legacy

**12,000+**  
students  
enrolled

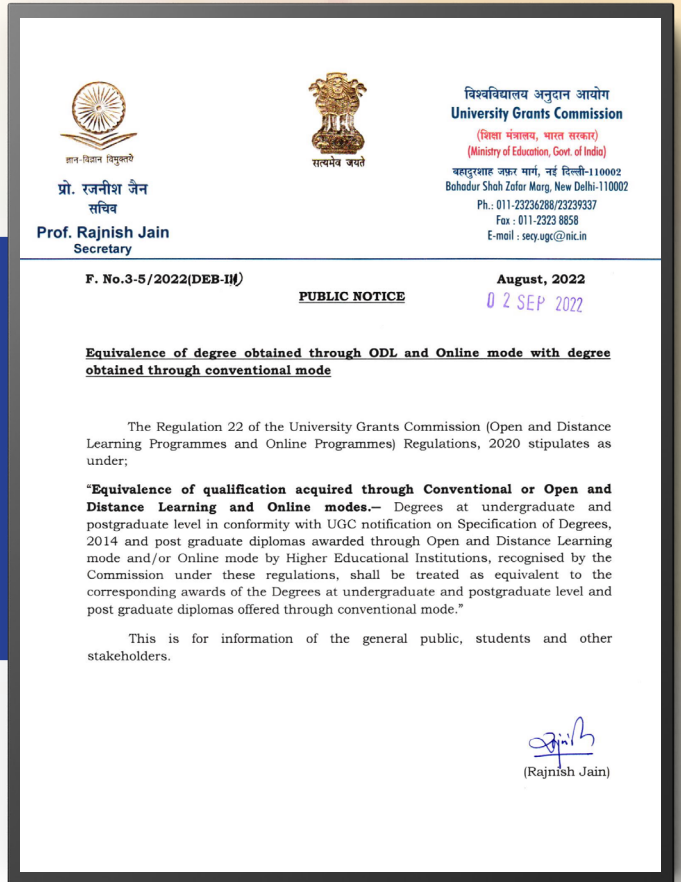
**NAAC**  
**'A++'**  
grade  
accredited  
university

**130+**  
programs  
offered

**400+**  
Teaching  
staff

# ONLINE DEGREE = REGULAR DEGREE

According to Regulation 22 of the UGC in 2020, online degrees are now considered just as valid and credible as traditional, offline



## ADDED BENEFITS OF LEARNING ONLINE

Flexibility & Convenience



Industry-Relevant Curriculum



Cost-Effective Learning



Access to Digital Resources



# MASTER OF BUSINESS ADMINISTRATION (MBA)



Duration

**02 YEARS**



Mode of Learning

**ONLINE**

Learning Commitment: **8-10 hours/week**  
(Recommended Hours)

## COURSE ELIGIBILITY

Candidates must hold at least a bachelor's degree in any discipline.

## COURSE DESCRIPTION

The program is designed to develop future business leaders, entrepreneurs, and corporate professionals. Covering key areas such as finance, marketing, human resources, and operations, this program equips students with strategic thinking, leadership, and problem-solving skills essential for success in the corporate world.

## SEMESTER-I

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
OLMBA101	Principles and Practices of Management	Core Discipline	4	75	25	100
OLMBA102	Managerial Economics	Core Discipline	4	75	25	100
OLMBA103	Accounting for Managers	Core Discipline	4	75	25	100
OLMBA104	Business Statistics & Research Methods	Core Discipline	4	75	25	100
OLMBA105	Computer Applications & Management Information System	Core Discipline	4	75	25	100
OLMBA106	Managerial Skill Development	Core Discipline	4	75	25	100
<b>Total of Semester I</b>			<b>24</b>			<b>600</b>

## SEMESTER-II

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
OLMBA201	Organizational Behaviour	Core Discipline	4	75	25	100
OLMBA202	Human Resource Management	Core Discipline	4	75	25	100
OLMBA203	Marketing Management	Core Discipline	4	75	25	100
OLMBA204	Financial Management	Core Discipline	4	75	25	100
OLMBA205	Operations Management	Core Discipline	4	75	25	100
OLMBA206	International Business Environment	Core Discipline	4	75	25	100
OLPGID201 OR OLPGID202	Indian Business Value system OR Yoga and Wellness	Elective Course	4	75	25	100
<b>Total of Semester II</b>			<b>28</b>			<b>700</b>

## SEMESTER-III

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
OLMBA301	Business Ethics and Corporate Governance	Core Discipline	4	75	25	100
OLMBA302	Legal Framework of Business	Core Discipline	4	75	25	100
OLMBA303	Tax Management in India	Core Discipline	4	75	25	100
OLMBA304	Viva-voce (based on Summer Training Report: 50 marks for Report Evaluation and rest 50 marks for Viva-Voce)	Core Discipline	4			100
<b>Elective Groups:</b>						
<b>Marketing</b>						
OLMBA305	Consumer Behaviour and Marketing Research	Elective Course	4	75	25	100
OLMBA306	Retail and Supply Chain Management	Elective Course	4	75	25	100
<b>Finance</b>						
OLMBA307	Capital Investment and Financial Decisions	Elective Course	4	75	25	100
OLMBA308	Security Analysis and Portfolio Management	Elective Course	4	75	25	100
<b>Human Resource Management (HRM)</b>						
OLMBA309	Human Resource Development	Elective Course	4	75	25	100
OLMBA310	Labour Laws in India	Elective Course	4	75	25	100
<b>Total of Semester III</b>			<b>28</b>			<b>700</b>

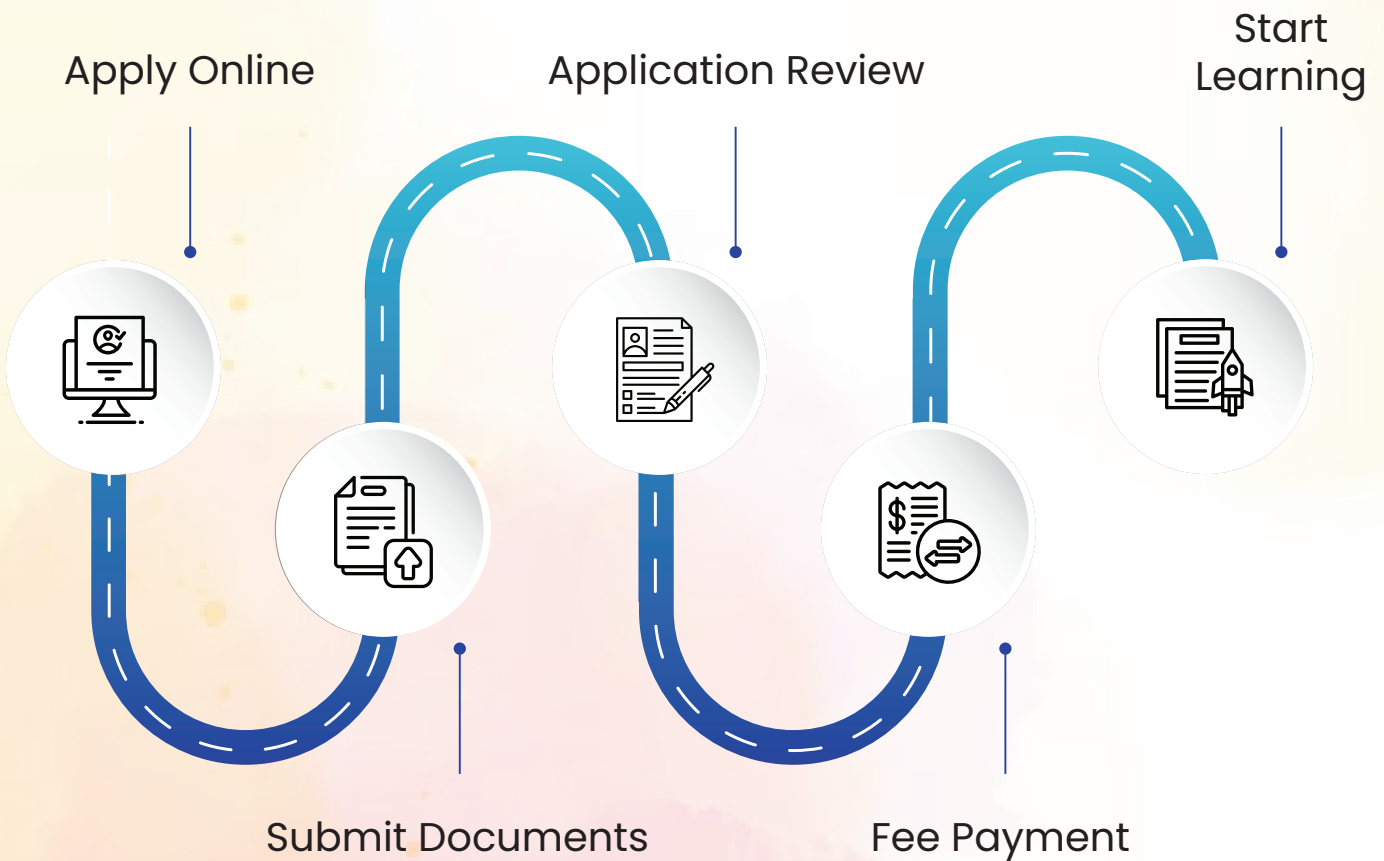
## SEMESTER-IV

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
OLMBA401	Strategic Management	Core Discipline	4	75	25	100
OLMBA402	Entrepreneurship Development	Core Discipline	4	75	25	100
OLMBA403	Total Quality Management and Kaizen Strategies	Core Discipline	4	75	25	100
OLMBA404	Comprehensive Viva-voce	Core Discipline	4			100
<b>Elective Groups:</b>						
<b>Marketing</b>						
OLMBA405	Integrated Marketing Communication	Elective Course	4	75	25	100
OLMBA406	Services and Industrial Marketing	Elective Course	4	75	25	100
<b>Finance</b>						
OLMBA407	Financial Markets and Services	Elective Course	4	75	25	100
OLMBA408	International Accounting and Financial Reporting	Elective Course	4	75	25	100
<b>Human Resource Management (HRM)</b>						
OLMBA409	Industrial Relations	Elective Course	4	75	25	100
OLMBA410	Organizational Health	Elective Course	4	75	25	100
<b>Total of Semester IV</b>			<b>28</b>			<b>700</b>

# FEE STRUCTURE

Online MBA	1st Year Fee	2nd Year Fee
Registration Fee	Rs. 500/-	-
Course Fee	Rs. 23,000/-	Rs. 23,000/-
Exam Fee	Rs. 3,000/-	Rs. 3,000/-
Total Yearly Fee	Rs. 26,500/-	Rs. 26,000/-
Total Fees	Rs. 52,500/-	

# ADMISSION PROCESS





# CAREER OPPORTUNITIES AFTER AN **MBA**

This degree opens doors to leadership roles in various industries, including:

Business Analyst



Financial Consultant



Operations Manager



Marketing Manager



Human Resource Manager





[Learn Now](#)

WITH

**DEEN DAYAL UPADHYAYA  
GORAKHPUR UNIVERSITY**



For more information contact:



**08045680297**