



दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय

Deen Dayal Upadhyaya Gorakhpur University

(Accredited A++ by NAAC)

Centre for Distance and Online Education

LEARN FROM WORK EXPERIENCE WHILE YOU

MBA

(DEGREE WITH INTERNSHIP)



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

130+
programs
offered

NAAC 'A++'
grade accredited
university

400+
Teaching
staff



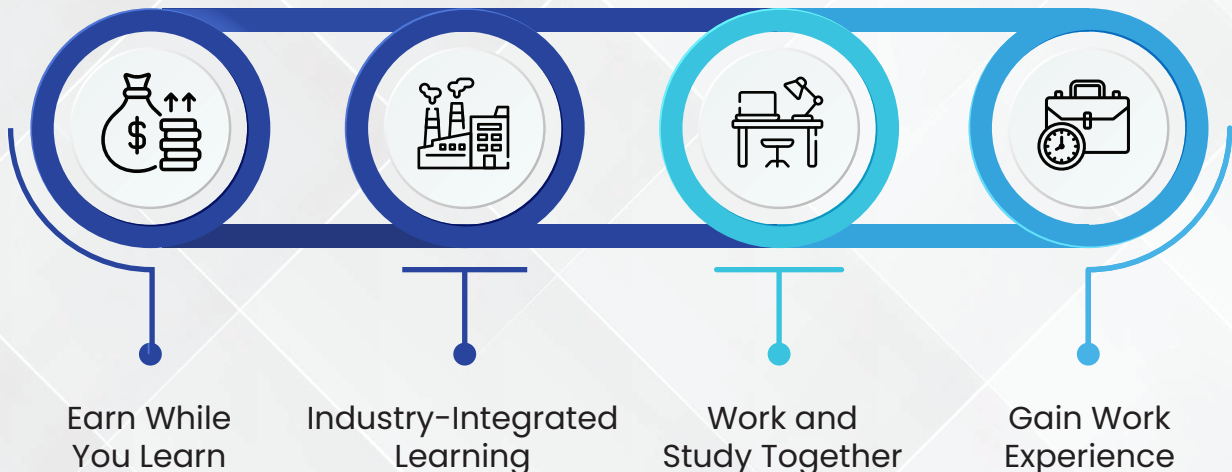
ONLINE DEGREE = REGULAR DEGREE

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



WHAT ARE DEGREE WITH INTERNSHIP PROGRAMS?

Degree With Internship Programs also known as 'Degree Apprenticeship Programs' recognized as per the National Education Policy (NEP), are degree programs created with aim to improve the employability of higher education students by focusing on outcome-based learning.



MASTER OF BUSINESS ADMINISTRATION (MBA)

Duration: 2 Years

MODE OF LEARNING : ONLINE + WORK BASED LEARNING

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

COURSE ELIGIBILITY

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

INTERNSHIP ELIGIBILITY

Age limit: 23 years

COURSE DESCRIPTION

This program is designed to blend academic learning with real-world business experience. This Degree With Internship MBA program helps students develop managerial, analytical, and leadership skills, ensuring they are well-prepared for corporate roles, entrepreneurship, and consulting.

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
Total of Semester I			24			600

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		4	75	25	100
Total of Semester II			28			700

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
Elective Groups:						
Marketing						
OLMBA305	Consumer Behaviour and Marketing Research	Elective Cours	4	75	25	100
OLMBA306	Retail and Supply Chain Management	Elective Cours	4	75	25	100
Finance						
OLMBA307	Capital Investment and Financial Decisions	Elective Cours	4	75	25	100
OLMBA308	Security Analysis and Portfolio Management	Elective Cours	4	75	25	100
Human Resource Management (HRM)						
OLMBA309	Human Resource Development	Elective Cours	4	75	25	100
OLMBA310	Labour Laws in India	Elective Cours	4	75	25	100
Total of Semester III			28			700

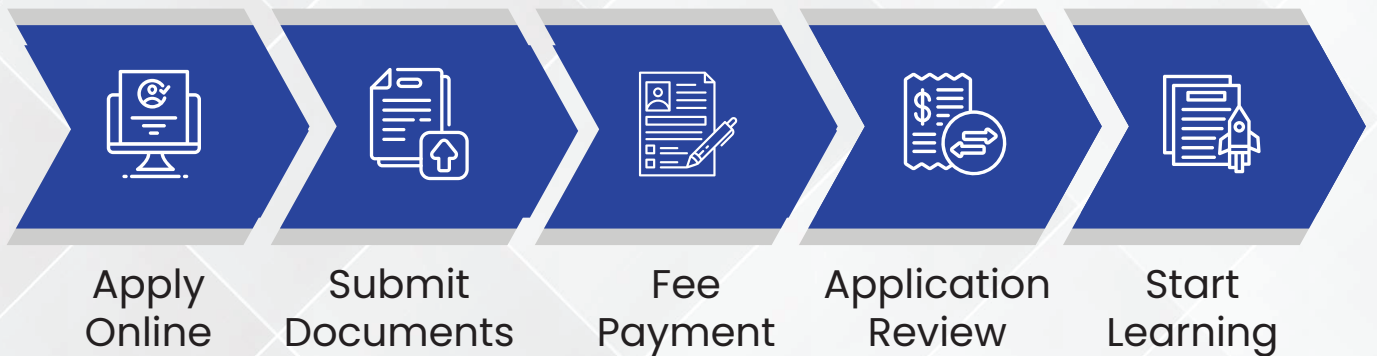
SEMESTER-IV

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
Elective Groups:						
Marketing						
OLMBA405	Integrated Marketing Communication	Elective Cours	4	75	25	100
OLMBA406	Services and Industrial Marketing	Elective Cours	4	75	25	100
Finance						
OLMBA407	Financial Markets and Services	Elective Cours	4	75	25	100
OLMBA408	International Accounting and Financial Reporting	Elective Cours	4	75	25	100
Human Resource Management (HRM)						
OLMBA409	Industrial Relations	Elective Cours	4	75	25	100
OLMBA410	Organizational Health	Elective Cours	4	75	25	100
Total of Semester IV			28			700

FEE STRUCTURE

Work-Linked MBA	1st Year Fees	2nd Year Fees
Registration Fee	Rs. 500/-	-
Course Fee	Rs. 23,000/-	Rs. 23,000/-
Exam Fee	Rs. 3,000/-	Rs. 3,000/-
Internship Fee	Rs. 5,000/-	Rs. 5,000/-
Total Yearly Fee	Rs. 31,500/-	Rs. 31,000/-
Total Fees	Rs. 62,500/-	

ADMISSION PROCESS





CAREER OPPORTUNITIES AFTER AN MBA

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



Business Analyst



Marketing Manager



Financial Consultant



Human Resource Manager



Operations Manager

Work & Learn Now

WITH

DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY



For more information contact:



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