



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 (ODL)

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

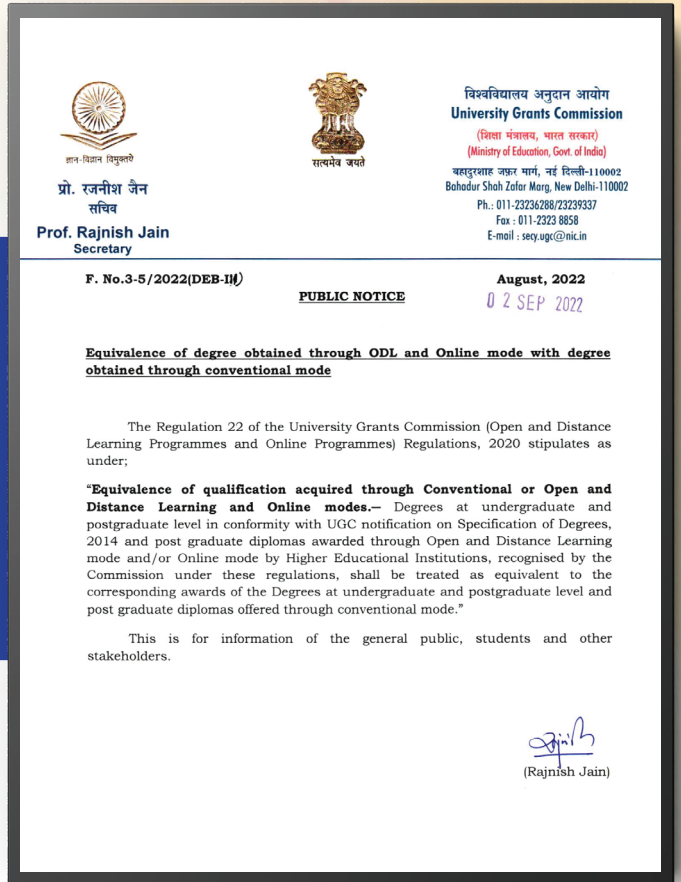
NAAC
'A++'
grade
accredited
university

130+
programs
offered

400+
Teaching
staff

ODL 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

ODL

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	
ODMBA101	Principles and Practices of Management	Core Discipline	4	75	25	100
ODMBA102	Managerial Economics	Core Discipline	4	75	25	100
ODMBA103	Accounting for Managers	Core Discipline	4	75	25	100
ODMBA104	Business Statistics & Research Methods	Core Discipline	4	75	25	100
ODMBA105	Computer Applications & Management Information System	Core Discipline	4	75	25	100
ODMBA106	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	
ODMBA201	Organizational Behaviour	Core Discipline	4	75	25	100
ODMBA202	Human Resource Management	Core Discipline	4	75	25	100
ODMBA203	Marketing Management	Core Discipline	4	75	25	100
ODMBA204	Financial Management	Core Discipline	4	75	25	100
ODMBA205	Operations Management	Core Discipline	4	75	25	100
ODMBA206	International Business Environment	Elective Course	4	75	25	100
ODPGID201 OR ODPGID202	Indian Business Value system OR Yoga and Wellness	Elective Course	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	
ODMBA301	Business Ethics and Corporate Governance	Core Discipline	4	75	25	100
ODMBA302	Legal Framework of Business	Core Discipline	4	75	25	100
ODMBA303	Tax Management in India	Core Discipline	4	75	25	100
ODMBA304	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						
ODMBA305	Consumer Behaviour and Marketing Research	Elective Course	4	75	25	100
ODMBA306	Retail and Supply Chain Management	Elective Course	4	75	25	100
Finance						
ODMBA307	Capital Investment and Financial Decisions	Elective Course	4	75	25	100
ODMBA308	Security Analysis and Portfolio Management	Elective Course	4	75	25	100
Human Resource Management (HRM)						
ODMBA309	Human Resource Development	Elective Course	4	75	25	100
ODMBA310	Labour Laws in India	Elective Course	4	75	25	100
Total of Semester III			28			700

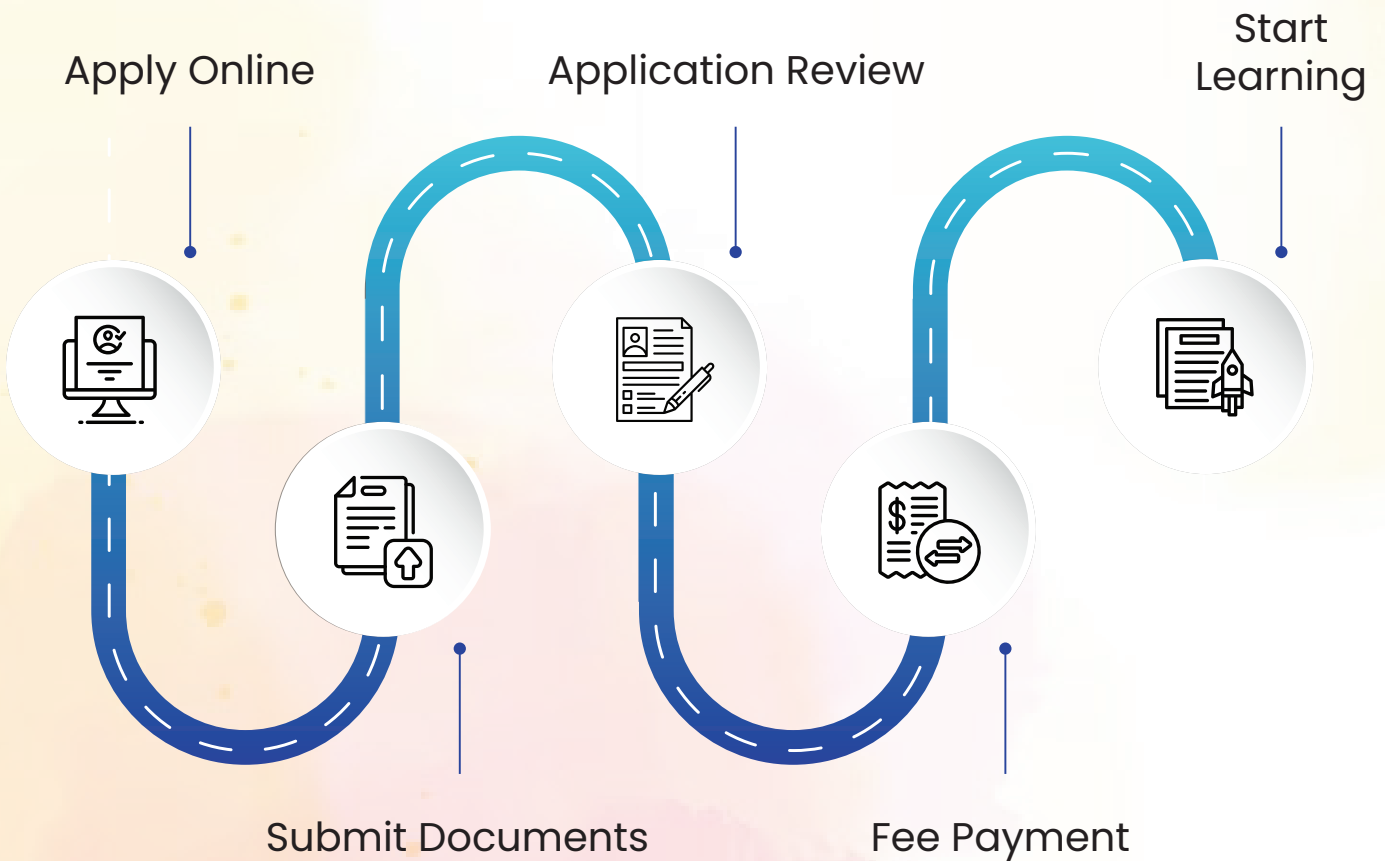
SEMESTER-IV

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
ODMBA401	Strategic Management	Core Discipline	4	75	25	100
ODMBA402	Entrepreneurship Development	Core Discipline	4	75	25	100
ODMBA403	Total Quality Management and Kaizen Strategies	Core Discipline	4	75	25	100
ODMBA404	Comprehensive Viva-voce	Core Discipline	4			100
Elective Groups:						
Marketing						
ODMBA405	Integrated Marketing Communication	Elective Course	4	75	25	100
ODMBA406	Services and Industrial Marketing	Elective Course	4	75	25	100
Finance						
ODMBA407	Financial Markets and Services	Elective Course	4	75	25	100
ODMBA408	International Accounting and Financial Reporting	Elective Course	4	75	25	100
Human Resource Management (HRM)						
ODMBA409	Industrial Relations	Elective Course	4	75	25	100
ODMBA410	Organizational Health	Elective Course	4	75	25	100
Total of Semester IV			28			700

FEE STRUCTURE

ODL MBA	1st Year Fees	2nd Year Fees
Registration Fee	Rs. 500/-	–
Course Fee	Rs. 18,000/-	Rs. 18,000/-
Exam Fee	Rs. 3,000/-	Rs. 3,000/-
Total Yearly Fee	Rs. 21,500/-	Rs. 21,000/-
Total Fees	Rs. 42,500/-	

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:



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