



**Ganpat  
University**

॥ विद्यया समाजोत्कर्षः ॥



# Master of Business Administration

Online Degree Program



**Master Business with the Flexibility You Need.**

## WHY CHOOSE AN ONLINE DEGREE PROGRAM ?

An online degree program is a structured, accredited course that students can complete remotely via the internet. It offers flexibility to learn from anywhere, often allowing self paced study. Students can earn degrees from universities without attending on campus classes.

## MASTER OF BUSINESS ADMINISTRATION (MBA)

The MBA Online Degree Program is designed for working professionals, offering flexibility to learn at their own pace while gaining strategic management skills. With access to top-notch faculty and industry-aligned curriculum, this program empowers students to lead effectively in a global business environment.

### Why Choose MBA Online Degree Program?

- Flexibility to study anytime, anywhere
- Industry-relevant curriculum
- Opportunity to balance work and education
- Builds essential business and leadership skills



## COURSE INFORMATION

Sr. No.	Title of Programme	Eligibility	Course Duration		Annual Fee Per Year (₹)
			Minimum	Maximum	
1.	Master of Business Administration	Bachelor's	2 Years	4 Years	48,000/-

## COURSE STRUCTURE

### SEMESTER – I

Code No.	Subject
2IA01POM	Principles of Management
2IA02QTM	Quantitative Techniques in Management
4IA03MEC	Managerial Economics
2IA04MAC	Managerial Accounting
3IA05OBE	Organizational Behaviour
2IA06MCO	Managerial Communication
3IA07RDM	Research Design for Management
2IB08CEL	Communicative English

### SEMESTER – II

Code No.	Subject
IIA01BDA	Business Data Analytics
3IIA02CMA	Cost and Management Accounting
3IIA03MMA	Marketing Management
3IIA04FMA	Financial Management
3IIA05POM	Production and Operations Management
3IIA06HRM	Human Resource Management
3IIA07BRM	Business Research Methodology
3IIB08CSM	Computing Skills For Managers

**SEMESTER – III**

<b>Code No.</b>	<b>Subject</b>
2IIIA01SMA	Strategic Management
IIIA02FER	Fundamentals of Enterprise Resource Planning
2IIIA03MRP	Management Research Project
2IIIB04PGL	Personality Growth Lab
IIIA10SIP	Summer Internship Project

**ELECTIVE POOL**

	<b>Code No.</b>	<b>Subject</b>
<b>International Business (IB)</b>	2IIIA05IMM 2IIIA06SDM 2IIIA07CBE 2IIIA08IMC IIIA11MME IIIA12DSM	International Marketing Management Sales and Distribution Management Consumer Behaviour In the Digital Age Integrated Marketing Communications Marketing Metrics Digital and Social Media Marketing
<b>Finance Electives</b>	2IIIA05CTP 2IIIA06IFS 2IIIA07SAP IIIA08DRM IIIA12FMO IIIA11MFS	Corporate Tax Planning Indian Financial Systems Security Analysis and portfolio Management Derivatives and Risk Management Financial Modelling Management of Financial Services
<b>Human Resource Electives</b>	2IIIA05ODC 2IIIA06TDE 2IIIA07CMA 2IIIA08SPM IIIA11HRA IIIA12MCD	Organizational Development and Change Training and Development Compensation Management Staffing and Performance Management HR Analytics Managing Cultural Diversity
<b>International Business Electives</b>	2IIIA05IMM 2IIIA06EIM 2IIIA07CBE 2IIIA08IAT IIIA11CMT IIIA12CCM	International Marketing Management Export -Import Management Consumer Behaviour In the Digital Age International Accounting and Taxation Containerisation and Multimodal Transport Cross Culture Management

## ELECTIVE POOL

	<b>Code No.</b>	<b>Subject</b>
<b>Entrepreneurship Electives</b>	IIIA05CBE IIIA06FBM IIIA07LSC IIIA08BIN IIIA11DTE IIIA12MSM	Consumer Behavior for Entrepreneurs Family Business Management Logistics and Supply Chain Management Business Incubation Design Thinking for Entrepreneurs MSME
<b>Supply Chain Management Electives</b>	IIIA05SSC IIIA06PIM IIIA07SCP IIIA08RTS	Strategic Supply Chain Management Procurement and Inventory Management Supply Chain Planning and Operations Recent Trends in Supply Chain Management
<b>Sector Electives</b>	2IIIA09MTB IIIA09RRD 2IIIA09BMA IIIA09BBS	Management of Travel Business Rural Resources & Development Banking Management Basic Biological Science

## SEMESTER – IV

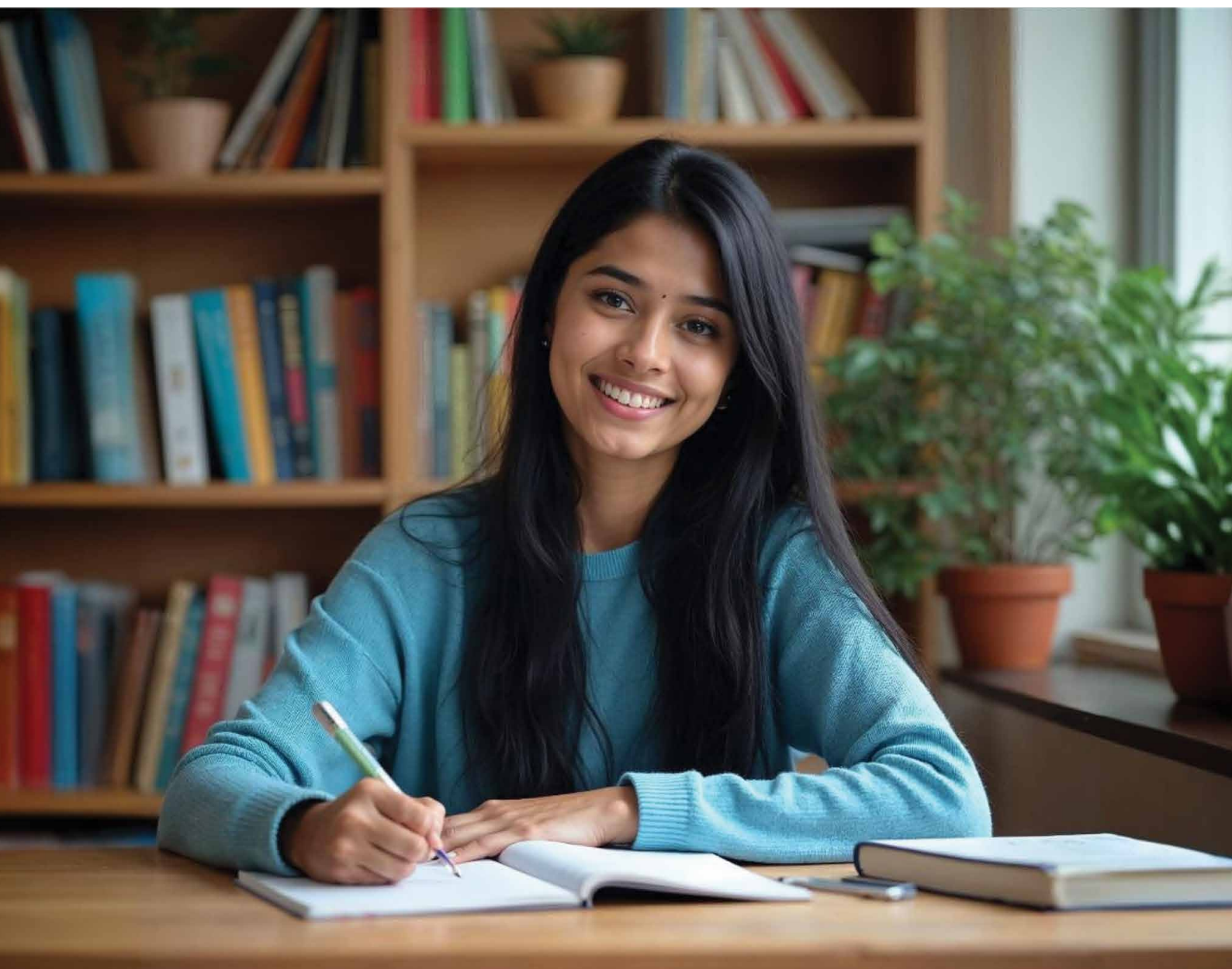
<b>Code No.</b>	<b>Subject</b>
2IVA01EMI	Entrepreneurship and Management of Innovations
2IVA02MCS	Management Control Systems

**ELECTIVE POOL**

	<b>Code No.</b>	<b>Subject</b>
<b>Marketing Electives</b>	IVA04MAN 2IVA05SMA 2IVA06SMB 2IVA07RMA	Marketing Analytics Services Marketing Strategic Marketing and Brand Management Retail Management
<b>Finance Electives</b>	IVA04BFI 2IVA05WCM 2IVA06IFM 2IVA07SFM	Behavioural Finance Working Capital Management International Financial Management Strategic Financial Management
<b>Human Resource Electives</b>	IVA04TMA 2IVA05LEH 2IVA06SHR 2IVA07IHR	Talent Management Legal Environment of HRM Strategic Human Resources Management International Human Resources Management
<b>International Business Electives</b>	IVA04ECO 2IVA05SMA 2IVA06IFM 2IVA07GSC	E - Commerce Services Marketing International Financial Management Global Supply Chain Management
<b>Entrepreneurship Electives</b>	IVA04PMF IVA05IPR IVA06BRM IVA07SEN	Project Management & Feasibility Analysis Intellectual Property Rights Business Risk Management Social Entrepreneurship
<b>Supply Chain Management Electives</b>	IVA04ITD IVA05WMC IVA06POE	Indirect Tax and Documentation Warehouse Management & Commercial Geography Principles of ERP
<b>Sector Electives</b>	2IVA08MHS IVA08RMA 2IVA08IMA IVA08HRL	Managing Hospitality Services Rural Marketing Insurance Management Health Related Laws and Ethics

# FEE STRUCTURE

Bachelor of Business Administration	1st Year	2nd Year
Annual Fee	₹48,000/-	₹48,000/-
Total 2 Year MBA Fee	₹96,000/-	



# GANPAT UNIVERSITY

Ganpat University and the township of Ganpat Vidyanagar, a high-tech education campus is a joint initiative, purely philanthropic in nature, by a large number of industrialists & technocrats, noble farmers & affluent businessmen for the mission of "Social Upliftment through Education". The University was established by the State Government by the enactment of Act No.19/2005 on 12th April 2005. It is approved under section 2(f) by the University Grants Commission (UGC).

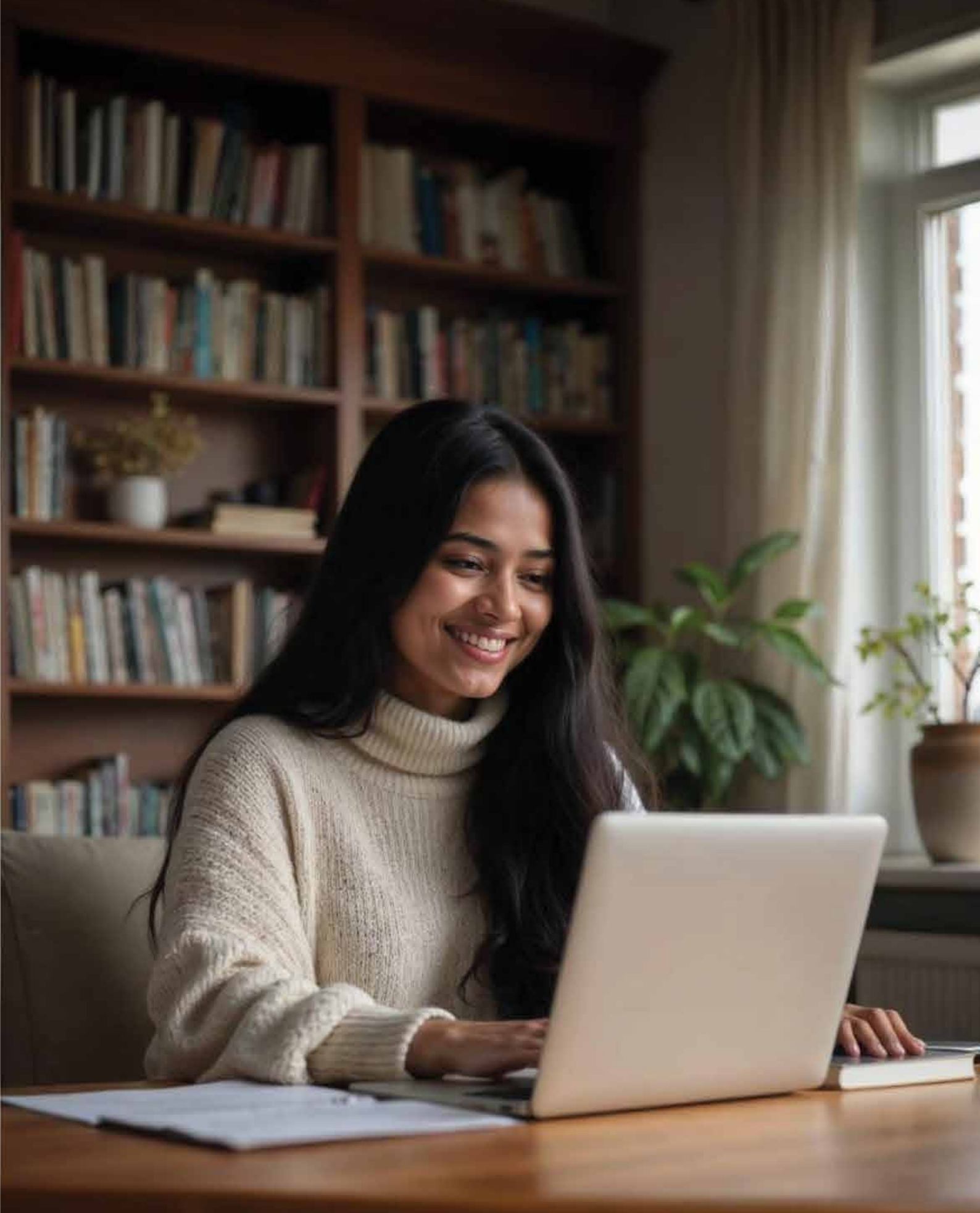


## AWARDS & ACHIEVEMENTS

- Accredited with an "A" grade by the National Assessment & Accreditation Council (NAAC), demonstrating a commitment to academic excellence.
- Awarded the Highest Rating of 4 Stars by the Education Ministry's Institutions Innovation Council (IIC) 5.0 on November 16, 2023.
- Platinum Ranking as a Green University by Green Mentors, powered by the Law of Nature Special Consultative Status with the Economic and Social Council of the United Nations (April 13, 2023).
- Recognized with a 5-Star Overall Rating by the Gujarat State Institution Ranking Framework (GSIRF) in 2022.
- Recognized as Best University of the Year 2021 by the Associated Chambers of Commerce of India (ASSOCHAM), marking a hat trick of awards for three consecutive years.

**START YOUR JOURNEY TODAY**





## Get in Touch

 07948515931

 [ganpatuniversity.online](https://ganpatuniversity.online)