



# Jamia Hamdard

Deemed to be University

Accredited in 'A+' Grade by NAAC



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2 Years | Online

# Master of Business Administration

**Course brochure**



## About the university:

Accredited A+ Grade by National Assessment and Accreditation Council (NAAC), Jamia Hamdard established as an institution of higher learning in Unani medicine, Islamic Studies, Biosciences, Pharmacy and Nursing. Our history dates back to 1989. Over a period of ten years, we have emerged as an outstanding institution of higher learning with distinct and focused online academic programs, and we believe that the tradition will be carried on.



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## Vision:

To provide international quality higher education and undertake cutting-edge research in the fields of social, natural science and technology and particularly to promote the study of modern and traditional medicine systems, especially Unani-tibb, encompassing a holistic and integrative approach to healthcare and to meet societal education needs of underprivileged Indian communities.

## Mission:

- To promote and advance the cause of higher education through modern methods of teaching and advanced research in such branches of knowledge as Jamia Hamdard may continue to develop core-competence for and as may be in consonance with the emerging needs of India in general and underprivileged communities in particular.
- To co-operate, collaborate and associate with national and international organizations and institutions in any part of the world, having mission wholly or partly similar to those of Jamia Hamdard and as per the provision of the UGC regulations from time to time.
- To provide avenues for higher education leading to excellence and innovations in such branches of knowledge as may be deemed fit primarily at under-graduate, post-graduate and doctoral levels, fully conforming to the concept and idea of Jamia Hamdard.

## Online Programs

Jamia Hamdard University offers a diverse range of 100% online undergraduate and postgraduate programs designed to provide high-quality education and flexibility to students worldwide. Catering to various fields of study, including health sciences, information technology, management, and more, these programs allow students to study from anywhere and appear for examinations from their preferred location through a proctored examination platform. With an emphasis on academic excellence and practical skills, Jamia Hamdard's online courses are delivered through a robust digital platform, ensuring students receive comprehensive support and an enriching learning experience from the comfort of their homes.

### Benefits of Online Learning



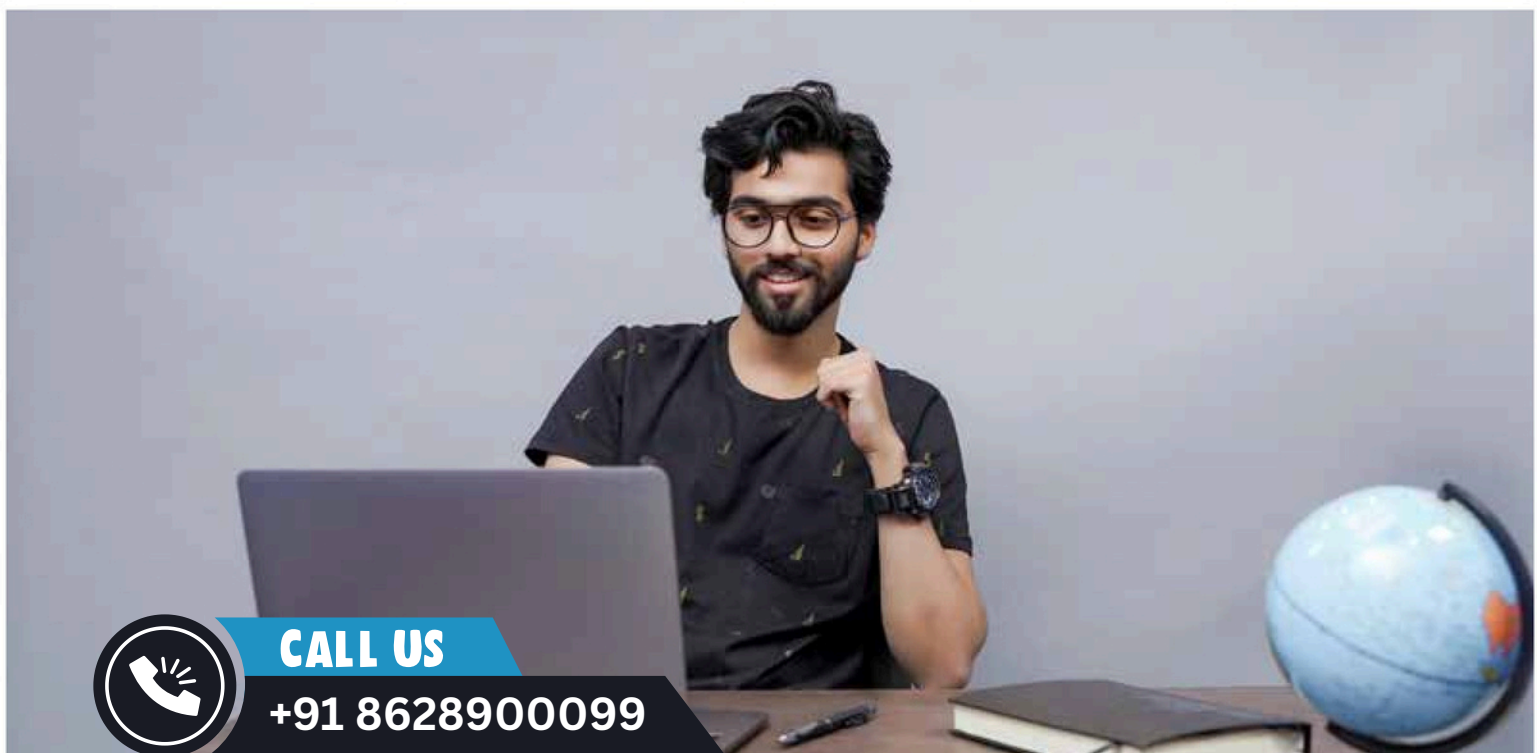
**Flexibility & Convenience,  
Anytime Anywhere**



**Quality Education at your fingertips**



**Course Content Access &  
Self Paced Learning**



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# Master of Business Administration (Online Degree Program)

Our MBA online degree program offers a comprehensive and flexible learning experience designed for busy individuals. Through interactive online courses, virtual lectures, and engaging assignments, students can develop essential skills in business management, leadership, finance, marketing, and more. The program is structured to accommodate working professionals and those seeking career advancement, allowing students to study at their own pace while balancing work, family, and other commitments.

Students in our MBA online program gain access to a diverse global learning community, networking opportunities, and industry insights from experienced faculty. The curriculum is designed to provide the knowledge, analytical tools, and strategic mindset needed to excel in today's dynamic business environment. Whether aiming to become entrepreneurs or corporate leaders, our MBA program helps students achieve their career goals without compromising on quality or convenience.

## Course Duration

The program has a minimum duration of 2 years (IV Semesters) and learning can extend up to 4 years.

## Course Eligibility

Graduation degree (10+2+3 or equivalent) in any discipline from any recognized University

## Who Can Apply

The MBA online degree program at our institution is designed for a diverse range of individuals looking to enhance their business acumen and advance their careers. Suitable applicants typically fall into the following profiles

- Graduates
- Working Professionals - Business Managers and Executives
- Small Business Owners or Aspiring Entrepreneurs



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## Course Specific Information

**Credits for course: 140**

**Medium of Instruction and Examinations: English**

**Commencement of the Program: July and January - Every year**

# MBA Course Learning & Objectives

## **Comprehensive Business Knowledge:**

Develop a broad understanding of core business areas, including consumer behavior, financial decision-making, marketing strategies, supply chain management, and behavioral finance.

## **Analytical and Decision-Making Skills:**

Enhance the ability to critically evaluate theoretical perspectives, analyze business problems, and make data-driven and system/process-oriented decisions using mathematical models and IT tools.

## **Leadership and Management Expertise:**

Cultivate advanced management and leadership skills, preparing students to become global business leaders with a strategic mindset and refined interpersonal abilities.

## **Ethical and Professional Competence:**

Instill strong social and ethical values alongside professional competence, fostering continuous professional and personal growth as value-driven leaders.

## **Organizational Dynamics and Innovation:**

Broaden understanding of organizational dynamics to increase the capacity for reinventing organizations, encouraging innovative thinking and strategic formulation in a dynamic business environment.



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## Course Structure

### First Semester

Marketing Management	Management Information System (MIS)
Business Communication	Managerial Economics
Financial and Management Accounting	Organizational Behavior & Management Process
International Business Environment	Quantitative Methods

### Second Semester

Business Research Methodology	Human Resource Management
Consumer Behavior	Operations Management
Financial Management	Strategic Management

Any two elective from the Open University Elective Options

### Open Electives I For Second Semester (ANY TWO)

Principles of Management	Economic Environment of Business
Entrepreneurial Management	Essentials of Communication & Personality Development



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# Third Semester – 5 Major Stream Papers & 3 Minor Stream Papers

## MBA General Management (MARKETING)

### Major Papers (Any 5)

Advertising & Communication Management

Strategic Brand Management

Sales and Distribution Management

Services Marketing

Industrial Marketing

Digital Marketing

Agricultural Marketing

### Minor Papers (3)

Sales & Distribution Management

Strategic Brand Management

Services Marketing

## MBA General Management (FINANCE)

### Major Papers (Any 5)

Management of Financial Services

International Financial Management

Security Analysis & Portfolio Management

Financial Engineering

Financial Risk Management

Bank Management

Financial Statement Analysis

Corporate Tax Management

Behavioral Finance

### Minor Papers (3)

Security Analysis & Portfolio Management

Financial Statement Analysis

International Financial Management



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## MBA General Management (HUMAN RESOURCE)

### Major Papers (Any 5)

Management of Industrial Relations	Organizational Change & Development
Performance & Compensation Management	Knowledge Management
Training & Development	Strategic HRM
Talent Management & Competency Mapping	

### Minor Papers (3)

Management of Industrial Relations	Performance & Compensation Management
Training & Development	

## MBA General Management (Operations Manager)

### Major Papers (Any 5)

E-Commerce	Enterprise Resource Planning
Supply chain Management	Business Process Re-engineering
Project Management	Technology and Innovation
Total Quality Management.	

### Minor Papers (3)

E-Commerce	Supply chain Management
Project Management	

International Business and Information Technology has only minor courses. Details below:

INTERNATIONAL BUSINESS	INFORMATION TECHNOLOGY
Regional Trade Blocks	IT Management & Applications
Cross cultural Communication	Internet Marketing
Export Import Procedures & Documentation	E Commerce

## Fourth Semester

Summer Internship & Presentation

Dissertation & Viva voce

4 major papers to be selected based on the Elective  
(Marketing, Finance, Human Resource & Operations Management)

Any two elective from the Open University Elective Options

## Marketing Electives

Rural Marketing

Strategic Retail Management

Customer Relationship Management

Logistics & SCM

Advances in Marketing

Product Management

International Marketing

**Any two from group**

Open University Elective - II

Open University Elective - II

## Human Resource Electives

**Major Papers (Any 5)**

Human Resource Information System

International Human Resource  
Management

Labor Laws

Human Capital Accounting

Management of Internal Customers

Human Resource Development

**Any two from group**

Open University Elective - II

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## Finance Electives

Project Appraisal and Finance

Financial Econometrics

Financial Derivatives

Islamic Banking and Finance

Wealth Management

Credit Management

Mergers & Acquisition

Treasury Management

Bank Technology Management

Bank Risk Management

Retail Banking

**Any two from group**

Open University Elective - II

Open University Elective - II

## Operations Management Electives

Advance Operations Research

Business Analytics

Service Operations Management

Operations Strategy

Supply Chain Analytics

Productions Planning and Control

**Any two from group**

Open University Elective - II

Open University Elective - II

## OPEN ELECTIVES II for Fourth Semester (ANY TWO)

CSR & Corporate Governance

Advanced Marketing Research & Data Analytics

Legal Aspects of Business



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## Course Structure



## Fee Structure

	Semester I	Semester II	Semester III	Semester IV
Registration/Application Fee (One Time)	₹500/-			
Program Fee	₹25,750/-	₹25,750/-	₹25,750/-	₹25,750/-
Total Semester Fee	₹26,250/-	₹25,750/-	₹25,750/-	₹25,750/-
Total Fee	₹ 1,03,500/-			
Pay Annually Fee	₹ 51,000/-		₹ 51,000/-	
Discounted Total Fee (Fees paid annually)	<del>₹ 1,03,500/-</del>		₹ 1,02,000/-	



**For More Info.**



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