



# 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?

**65+** 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, ODL degrees are now considered just as valid and credible as traditional, offline



Prof. Rajnish Jain



विञ्चविद्यालय अनुदान आयोग University Grants Commission

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F. No.3-5/2022(DEB-IN)

PUBLIC NOTICE

August, 2022 0 2 SEP 2022

Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes." Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.



#### ADDED BENEFITS OF LEARNING ODL

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		Core/ Elective/	Credit	Marks		Total
Code	Course Title	Elective Core		Written	Internal Assessment	Marks
MBA 401	Principles and Practices of Management	Core Discipline	4	75	25	100
MBA 402	Managerial Economics	Core Discipline	4	75	25	100
MBA 403	Accounting for Managers	Core Discipline	4	75	25	100
MBA 404	Business Statistics & Research Methods	Core Discipline	4	75	25	100
MBA 405	Computer Applications & Management Information System	Core Discipline	4	75	25	100
MBA 406	*Interdisciplinary Elective – Managerial Skill Development	Core Discipline	4	75	25	100
			24			600

SEMESTER-II						
Course		Core/ Elective/	Credit	Marks		Total
Code	Course Title	Elective Core		Written	Internal Assessment	Marks
MBA 407	Organisational Behaviour	Core Discipline	4	75	25	100
MBA 408	Human Resource Management	Core Discipline	4	75	25	100
MBA 409	Marketing Management	Core Discipline	4	75	25	100
MBA 4010	Financial Management	Core Discipline	4	75	25	100
MBA 4011	MBA 4011 Operations Management		4	75	25	100
MBA 4012	**Interdisciplinary Elective – International Business Environment	Core Discipline	4	75	25	100
	Total of Semester II		24			600

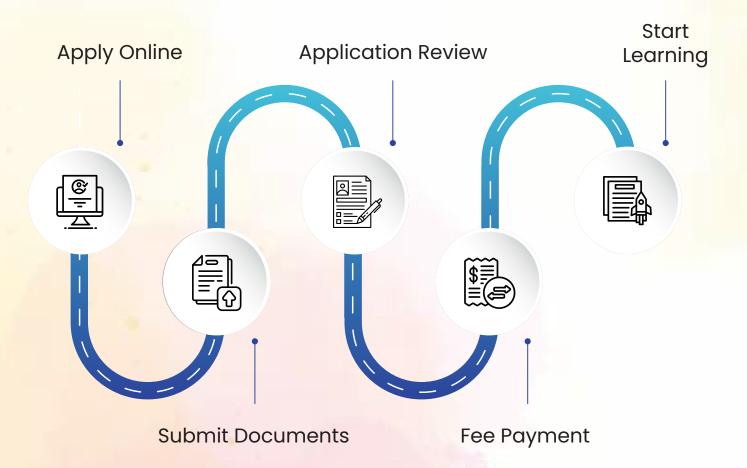
SEMESTER-III							
Course		Core/ Elective/		Marks		Total	
Code	Course Title	Elective Core	Credit	Written	Internal Assessment	Marks	
MBA 413	Business Ethics and Corporate Governance	Core Discipline	4	75	25	100	
MBA 414	Legal Framework of Business	Core Discipline	4	75	25	100	
MBA 415	Tax Management in India	Core Discipline	4	75	25	100	
MBA 416	Viva-voce (based on Summer Training Report: 50 marks for Report Evaluation and rest 50 marks for Viva-Voce)	Core Discipline	4			100	
Elective G	roups:		'				
Marketing							
MBA 417	Consumer Behaviour and Marketing Research	Elective Cours	4	75	25	100	
MBA 418	Retail and Supply Chain Management	Elective Cours	4	75	25	100	
Finance							
MBA 419	Capital Investment and Financial Decisions	Elective Cours	4	75	25	100	
MBA 420	Security Analysis and Port-folio Management	Elective Cours	4	75	25	100	
Human Resource Management (HRM)							
MBA 421	Human Resource Development	Elective Cours	4	75	25	100	
MBA 422	Labour Laws in India	Elective Cours	4	75	25	100	
	Total of Semester III		28			700	

SEMESTER-IV								
Course		Core/ Elective/		Marks		Total		
Code	Course Title	Elective Core	Credit	Written	Internal Assessment	Marks		
MBA 423	Strategic Management	Core Discipline	4	75	25	100		
MBA 424	Entrepreneurship Development	Core Discipline	4	75	25	100		
MBA 425	Total Quality Management and Kaizen Strategies	Core Discipline	4	75	25	100		
MBA 426	Comprehensive Viva-voce	Core Discipline	4			100		
Elective Gr	oups:							
Marketing								
MBA 427	Integrated Marketing Communication	Elective Cours	4	75	25	100		
MBA 428	Services and Industrial Marketing	Elective Cours	4	75	25	100		
Finance	Finance							
MBA 429	Financial Markets and Services	Elective Cours	4	75	25	100		
MBA 430	International Accounting and Financial Reporting	Elective Cours	4	75	25	100		
Human Resource Management (HRM)								
MBA 431	Industrial Relations	Elective Cours	4	75	25	100		
MBA 432	Organisational Health	Elective Cours	4	75	25	100		
	Total of Semester III					700		

### FEE STRUCTURE

ODL MBA	REGISTRATION / APPLICATION FEE (ONE TIME)	EXAM FEE	COURSE FEE	TOTAL FEES
SEMESTER I	Rs. 500/-	Rs. 1,500/-	Rs. 11,500 /-	
SEMESTER II	-	Rs. 1,500/-	Rs. 11,500 /-	Rs. 52,500/-
SEMESTER III	-	Rs. 1,500/-	Rs. 11,500 /-	
SEMESTER IV	-	Rs. 1,500/-	Rs. 11, <mark>500 /-</mark>	

#### **ADMISSION PROCESS**





Business Analyst Financial Consultant Operations Manager











Marketing Manager

Human Resource Manager



**Learn Now** 

WITH

## DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY



For more information contact:



08045680297