



दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय
Deen Dayal Upadhyaya Gorakhpur University
(Accredited A++ by NAAC)



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

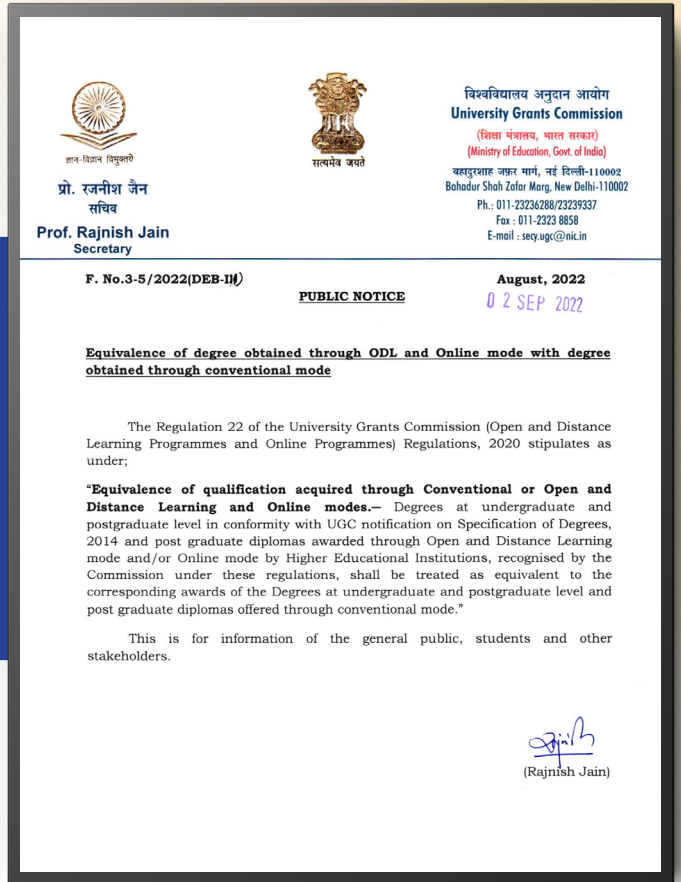
NAAC
'A++'
grade
accredited
university

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



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 Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
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
Total of Semester I			24			600

SEMESTER-II

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
MBA 407	Organizational 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	Operations Management	Core Discipline	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 Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
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 Groups:						
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 Portfolio 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

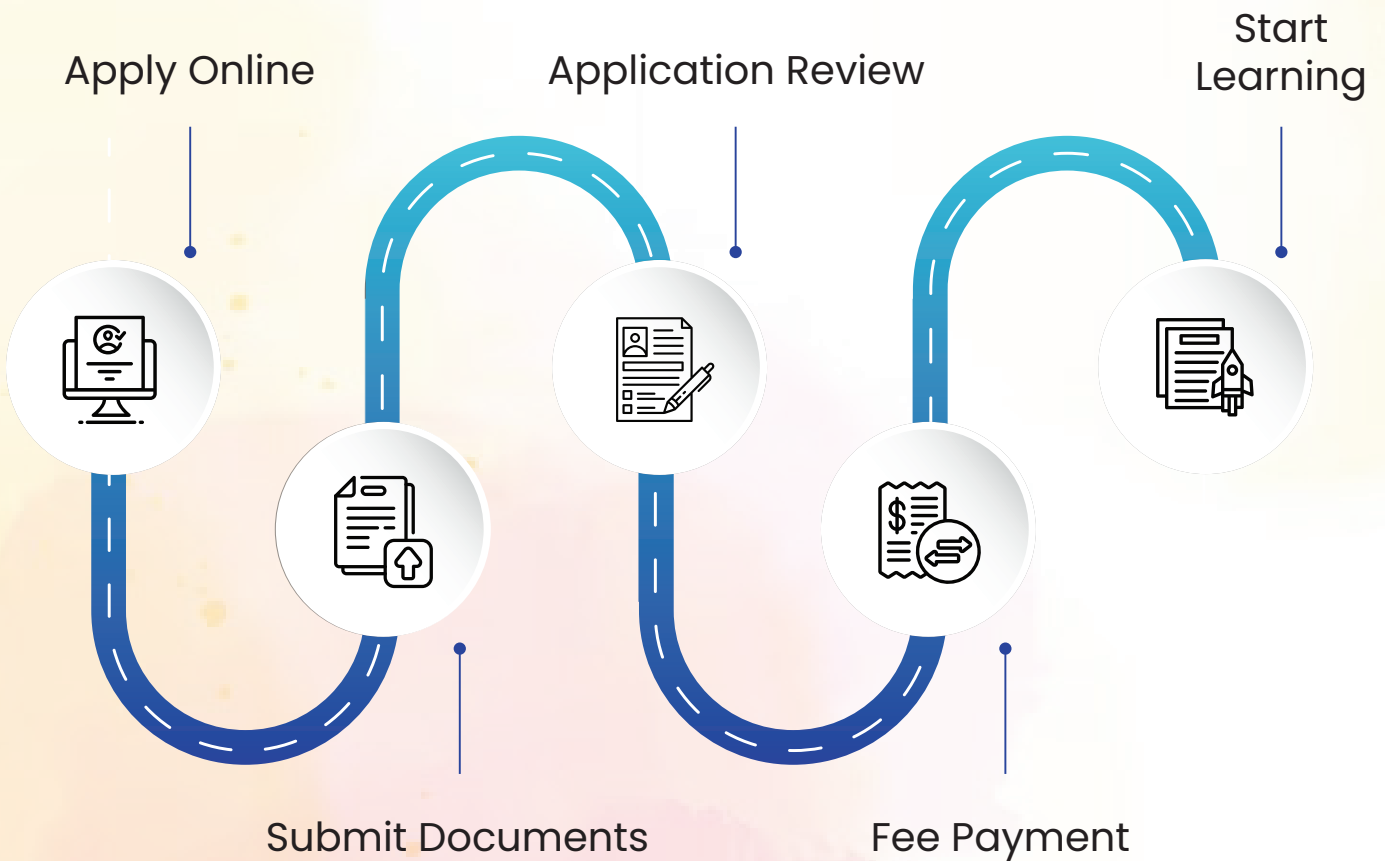
SEMESTER-IV

Course Code	Course Title	Core/ Elective/ Elective Core	Credit	Marks		Total Marks
				Written	Internal Assessment	
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 Groups:						
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						
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	Organizational Health	Elective Cours	4	75	25	100
Total of Semester IV			28			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 /-	Rs. 52,500/-
SEMESTER II	-	Rs. 1,500/-	Rs. 11,500 /-	
SEMESTER III	-	Rs. 1,500/-	Rs. 11,500 /-	
SEMESTER IV	-	Rs. 1,500/-	Rs. 11,500 /-	

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





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WITH

**DEEN DAYAL UPADHYAYA
GORAKHPUR UNIVERSITY**



For more information contact:



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