

MBA

Master of Business Administration

LEARN ANYTIME.

Shape Your
FUTURE

LEARN EVERYWHERE.





About Ganpat University

Ganpat University (GUNI) is one of India's most esteemed private universities and a leading NAAC Grade A institution, known for its lush green, state-of-the-art campus and a wide range of innovative, industry-relevant undergraduate, postgraduate, diploma, and research programs. The university has established strong industry-academia partnerships, enabling students to gain hands-on experience and enhancing their employability. Major disciplines of study include Engineering, Management, Computer Applications, Pharmacy, Sciences, Commerce & Social Sciences, Architecture, Design & Planning, Maritime Studies, Health Care, Agriculture, and Food Technology. Guided by the motto "Social Upliftment through Education," the university was founded by philanthropic industrialists, technocrats, benevolent farmers, and successful business leaders from around the globe.

Online Degree Key Benefits Flexible

Study at your own schedule

Convenient

Balance learning with work and personal life

Accessible

Learn from anywhere without any relocation

Cost-effective

Save on commuting and extra-campus expenses and higher offline programme fees

Skill-up

Master time management, become digitally smart and sharpen technical know-how

Career-growth

Open doors to new opportunities while you work

Dual- degree

Complement your currently pursued offline degree simultaneously as per NEP 2020



**Ganpat
University**

॥ विद्यया समाजोत्कर्षः ॥

Centre for
Distance &
Online Education

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

GUNIOnline

Why Choose Ganpat University's Online MBA?



Ganpat University's Online MBA program offers a perfect blend of academic rigor and practical, real-world knowledge. Tailored for working professionals and aspiring leaders, it provides the flexibility to study at your own pace, from anywhere. With expert faculty, industry-relevant specializations, and dedicated career support, this program equips you with the skills needed to excel in today's fast-evolving business landscape—all while earning a degree from a UGC-recognized, NAAC A Grade accredited university.

Program Features

- UGC-recognized degree from a NAAC A Grade-accredited university
- Fully online and self-paced learning
- Electives in high-demand areas
- Industry-aligned curriculum with real-world case studies and projects
- Flexible duration – complete in 2 to 4 years
- Experienced faculty and expert mentors from academia and industry
- Interactive learning platform with 24/7 access to study material
- Career support and placement guidance throughout the program
- Global networking opportunities with diverse learners and alumni

Program Overview

An online MBA Programme that gives you work-life-study balance



Duration:
2 years



Mode:
100% Online



Eligibility:

Bachelor's Degree in any discipline from recognised University or an equivalent degree recognised by Association of Indian Universities (AIU) with minimum 50% marks at Graduation Level (45 % for SC/ST/OBC/PwD).



Scholarships:

Ganpat University is dedicated to providing education as a philanthropic initiative to empower society. Our online programs are priced rationally to reflect this philosophy. Ganpat University offer various scholarships to support its online learners



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Learning Experience with Ganpat University Online

MBA Programme



Ganpat University (GUNI) Online MBA follows a robust digital learning methodology inspired by the Four Quadrant Approach advocated by UGC and SWAYAM, ensuring a well-rounded and engaging academic experience:

Quadrant 1: Video Lectures

- ü Pre-recorded Video Lectures by expert faculty covering all key concepts.
- ü Live sessions
- ü Access anytime, anywhere – perfect for working professionals.
- ü Includes whiteboard explanations, animated slides, and real-life examples.

Quadrant 3: Discussion Forum

- ü Peer-to-peer interaction via online forums and chat groups.
- ü Mentorship and guidance from faculty through discussion boards and live Q&A sessions.
- ü Regular webinars and virtual classrooms for deeper engagement.

Quadrant 2: E-Content

- ü Digitized Reading Materials, including eBooks, case studies, and presentation slides.
- ü Self-paced content structured for independent learning.
- ü Supplemented by summaries, glossaries, and infographics.

Quadrant 4: Self-Assessment

- ü Interactive Assignments, Quizzes, and MCQs to reinforce understanding.
- ü Immediate feedback for self-evaluation and improvement.
- ü Multiple practice tests and model papers available online.



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Program Structure



Semester	Subject	Credit	Total Sem. Credit	
Semester 1st	Principles of Management	4	30	
	Quantitative Techniques in Management	4		
	Managerial Economics	4		
	Managerial Accounting	4		
	Organizational Behaviour	4		
	Managerial Communication	4		
	Research Design for Management	4		
	Communicative English	2		
Semester 2nd	Business Data Analysts	4	30	
	Cost and Management Accounting	4		
	Marketing Management	4		
	Financial Management	4		
	Production and Operations Management	4		
	Human Resources Management	4		
	Business Research Methodology	4		
	Computing Skills For Managers	2		
Semester 3rd	Strategic Management	4	38	
	Fundamentals of Enterprise Resource Planning	4		
	Management Research Project	4		
	Personality Growth	2		
	Summer Internship Project	4		
	DSE – Discipline Specific Electives			
	Elective – 1	4		
	Elective – 2	4		
	Elective – 3	4		
	Elective – 4	4		
	SSE – Sectorial Specialization Electives			
	SSE – 1	4		



Semester	Subject	Credit	Total Sem. Credit	
Semester 4th	Entrepreneurship and Management of Innovations	4	24	
	Management Control Systems	4		
	DSE – Discipline Specific Electives			
	Elective - 1	4		
	Elective - 2	4		
	Elective - 3	4		
	SSE – Sectorial Specialization Electives			
	SSE – 1	4		

Semester 3rd

Marketing Elective

- ü International Marketing Management
- ü Sales and Distribution Management
- ü Consumer Behaviour In the Digital Age
- ü Integrated Marketing Communications
- ü Marketing Metrics
- ü Digital and Social Media Marketing

Finance Elective

- ü Corporate Tax Planning
- ü Indian Financial Systems
- ü Security Analysis and portfolio Management
- ü Derivatives and Risk Management
- ü Financial Modelling
- ü Management of Financial Services

Human Resources Elective

- ü Organizational Development and Change
- ü Training and Development
- ü Compensation Management
- ü Staffing and Performance Management
- ü HR Analytics
- ü Managing Cultural Diversity

Semester 4th

Marketing Elective

- ü Marketing Analytics
- ü Services Marketing
- ü Strategic Marketing and Brand Management
- ü Retail Management

Finance Elective

- ü Behavioural Finance
- ü Working Capital Management
- ü International Financial Management
- ü Strategic Financial Management

Human Resources Elective

- ü Talent Management
- ü Legal Environment of HRM
- ü Strategic Human Resources Management
- ü International Human Resources Management





Admission Process

- STEP 1** Enquiry Generation on <https://ganpatuniversity.online/>
- STEP 2** Student Counselling
- STEP 3** Application form fill-up
- STEP 4** Document Submission and Verification
- STEP 5** Fee Payment
- STEP 6** Admission Confirmation



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**CENTRE OF
EXCELLENCE**

 NOTIFIED
BY GOVERNMENT OF GUJARAT

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