

Discover the Future of Learning

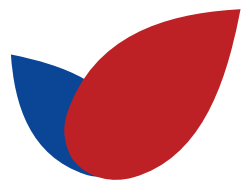
# Master Of Business Administration



# 2025-26

JULY 2025 ACADEMIC SESSION





# THE MANAV RACHNA UNIVERSE

Manav Rachna Educational Institutions (MREI) is one of the premier names in higher professional education, with a diverse and dynamic spectrum of activities. The name actively promulgates life as an expedition of intellectual and individual discovery through highly innovative and flexible horizons. The Institutions comprise of 5 entities, a Deemed University, a State University, a Dental College and K-12 Schools

## MANAV RACHNA: A LEGACY OF EXCEPTIONAL LEARNING

Manav Rachna Educational Institutions are the brainchild of Dr. O P Bhalla, an educationist, and a philanthropist. Founded in 1997, MREI is a visible symbol of knowledge & experience providing high- quality education in various fields. The institutions have over 41,000+ alumni base, 600+ reputed MNCs & Indian Corporate patronizing MREI, 250+ Patents (filed/granted), 120+ global academic collaborations, and 80+ Alumni & In Campus start- ups, 13 are the countries from which Manav Rachna students arrive, 2800+ Research papers in International/ National Journals and Conferences. Institutions at MREI comprise Manav Rachna University (MRU), Manav Rachna Dental College (MRDC) and Manav Rachna International Institute of Research & Studies (MRIIRS).



## DIRECTOR'S PROFILE

### Prof. (Dr.) Shaveta Bhatia

Director-CDOE Dr. Shaveta Bhatia serves as the Professor and Director, Centre for Distance and Online Education. A seasoned higher educator, Dr. Shaveta specialises in Mobile Computing, Web Applications, Data Mining, and Software Engineering while guiding research scholars in these areas. With over 20 years of academic and research experience, Dr. Shaveta has contributed immensely to the field of higher education. Her excellence is evident in her accomplishments as a member of several professional bodies like ACM, IAENG and CSI, and her active participation in various National and International Conferences. There are more than 50 publications to her credit in reputed National and International Journals and Conferences, with three successfully published books and two patents in her title. Additionally, Dr. Shaveta serves as a member of numerous editorial boards of highly indexed journals. For her outstanding contribution to her work and education, Dr. Shaveta has been awarded the Dr. Kalam Educator Excellence Award, 2022-23 by Dr. Kalam International Foundation. Besides, she has been recognised with the Teachers Excellence Award-2023 by the International Institute of Organised Research, MSME, Government of India.





## ABOUT MANAV RACHNA ONLINE

Manav Rachna Online has been launched under Manav Rachna International Institute of Research and Studies (NAAC 'A++' Grade Accredited Institution) to provide quality education to those students who are not able to draw benefits from conventional systems of Education. Ten programmes in different streams namely Computer Applications, Management, Commerce, Business Administration, English and Economics will be offered by University in online mode with specialization in different domain such as Healthcare, Business Analytics, Data Science, Banking and Finance, Artificial Intelligence, Cyber Security Digital Marketing, Blockchain and many more. In today's opportunistic world, specialized education is essential for successful professional life. Manav Rachna Online has collaborated with prominent industry partners to provide global career opportunities to the students and acquaint the students with the increased technology intensive requirement of today's time.



## MASTER OF BUSINESS ADMINISTRATION – ONLINE

MRIIRS is offering UGC and AICTE approved MBA Online Degree Programme at Manav Rachna Online. "Master of Business Administration" at "Manav Rachna Online" provides multidisciplinary approach for the students to shape their career inside and outside their domain of education and to meet the evolving needs of the society. The commitment of multidisciplinary education is to broaden the participation of students in higher education and leads to a more diverse community. In multidisciplinary approach, students are inspired to select divergent courses from multifarious disciplines to expand their knowledge, discover themselves through creative thinking and learn the skills of collaboration.

The online programme will help students to achieve an academic degree along with flexibility and relaxation. This online programme is equal in academic value to an on-campus degree and helps students in developing

themselves into an industry ready professionals as per a conventional degree. Students can perfectly reshape their career and future through impeccably designed online programmes. The renowned faculty, cutting-edge advanced curriculum, technology driven and a remarkable content delivery will be helpful in the successful implementation of online programs.

We have collaborated with significant Industry names like AHPI, in the field of Healthcare Management. Providing state of the art Healthcare services is need of the hour. In alignment with Government of India's goals for achieving maximum reach and coverage in Healthcare, we are reaching out through the expansive network of AHPI across India for good faculty and service providers. Similarly i-nurture is a resourceful knowledge partner for administering latest courses in Business Intelligence. Students gain expertise in Data gathering, Data mining techniques and other technology based research methodologies. Our courses have been designed to meet the needs of the market, ensuring our students receive the most updated education possible.



## SPECIALISATION OFFERED

- Human Resource
- Finance
- Aviation Management
- Marketing
- International Business
- Business Intelligence and Analytics
- Logistics and Supply Chain Management
- Operations Management
- Healthcare Management
- Digital Marketing & E-Commerce

## MAJOR COURSE OFFERED

- Hospital Facility Planning
- Medical Tourism
- Marketing Analytics
- International Marketing
- Operations Research
- Aviation Resource Management
- Principles of Event and Media Management
- Managing Sponsorships for Events
- Governance and Ethics of financial organizations
- Rural Markets for Financial Services
- Leveraging IT & Cyber Media for Events
- Event Leadership and Team building

## KEY HIGHLIGHTS

- Industries connect through High End Guest Lectures/ International Webinars and Professors of Practice, Sr Professors of Eminence.
- Learning by Doing Approach through CAPSTONE Projects with guided supervision
- Conducive work life balance through online fun filled activities and planned outbound trips.

## KNOWLEDGE PARTNER



## KEY BENEFITS OF KNOWLEDGE PARTNER

- Gain skills on new project based testing.
- Learn in-demand skills such as deep learning, NLP, Python, Big Data for Business Analytics
- Placement assistance and Internship opportunities.
- Engage in collaborative real-life projects, dedicated mentorship, & access to up Grad's career assistance resources by experts.
- Enriched digital learning experience for learners to maximize their engagement and learning.
- Curriculum development and course delivery ensured through highly qualified Doctors, Medico Professionals in Delhi/ NCR designated by AHPI
- Technical support through latest developments in the Hospital allied activities like Marketing, Administration, and Facilities.

## TOOLS & TECHNOLOGIES COVERED

- Python for ML
- Big Data Analytics
- KNIME for Retail Analytics
- Tableau for Data Visualization

## WHY CHOOSE MANAV RACHNA ONLINE?

- User-friendly Learning Management System
- Guided Mentorship with emotional connect
- Rigorous Assessment System
- Career advancement opportunity
- Customized curriculum designed as per industry needs
- Career Guidance by Industry Experts
- Value Addition by International Experts and Renowned luminaries
- Interactive Live Lectures /Online Counseling sessions
- Reservoir of pre-recorded video lectures by highly qualified faculty
- Peer Group Learning
- Hands-on Learning

## WHY ENROLL FOR MANAV RACHNA ONLINE DEGREE?



Free Access to LinkedIn Learning



12X7 Student Facilitation Center



Live & Recorded Lectures



Academics

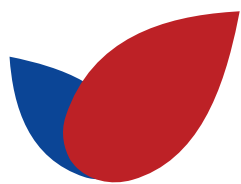


Access to E-Books & E-Library



12X7 IT Support





# OVERVIEW & STRUCTURE

## Semester 1

- Digital Technologies & Systems
- Economics for Decision Making
- Accounting for Managers
- Managerial Statistics
- Individual and Organizational Dynamics
- Marketing Mangement I
- Professional Development-I
- Managerial Communication-I

## Semester 2

- Research Methodology & Analysis
- Managing Human Resources
- Production & Operations Research
- Global Business Management
- Corporate Finance
- ESG for Business
- Marketing Mangement II
- Capstone Project /Business Simulation -I
- Professional Development-II
- Managerial Communication-II

## Semester 3

- Product and Brand Management
- Integrated Marketing Communication
- Consumer Behaviour
- Service Marketing
- Customer Relationship Management
- Business to Business Marketing

## Semester 4

- Digital Marketing
- Marketing to Base of the Pyramid
- Retail Marketing
- Sales and Distribution Management

# FEE STRUCTURE

### Domestic Fee Structure

Course	Semester wise Fee	Year wise Fee	Lumpsum
MBA	₹41,999 /- (Only for 1st Semester)	₹ 69,999 /- (Only for 1st Year)	₹ 1,27,839 /-
	₹32,000 /- (For the remaining Semester)	₹60,000/- (For the remaining year)	

### International Fee Structure

Course	Year wise Fee	Lumpsum
MBA	\$1,200.00	\$2,280.00

### EMI OPTIONS

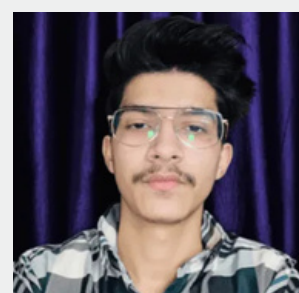
24 Months EMI	12 Months EMI	18 Months EMI
₹ 5,627	₹ 10,653	₹ 7,102

# Student Testimonials



**DEVESHI MANI TRIPATHI**  
BCA SEMESTER IV

The courses are designed to be industry-relevant and are regularly updated to reflect current trends and advancements. The faculty at MRIIRS are highly qualified and bring a wealth of experience to the class through Swayam portal. They are not only experts in their respective fields but also approachable and supportive mentors. Their commitment to student success is evident through their engaging teaching methods and availability for guidance outside of class hours. Overall, my time at MRIIRS has been enriching and rewarding, laying a strong foundation for my professional and personal development.



**DIVYNASH BHARDWAJ**  
BBA DIGITAL MARKETING

Enrolling in BBA Digital Marketing at Manav Rachna Online turned out to be a career-defining move. The program's flexibility allowed me to learn at my own pace without sacrificing my professional responsibilities. The practical skills and industry insights gained have directly affected my professional effectiveness, under the guidance of your experienced faculty members. Moreover, I would highly recommend MRO to my younger ones since it has a lot to offer in terms of both academics and value addition.

Manav Rachna Online

# SHORT DURATION PROGRAMS (SDP)

Elevate your Professional Journey and Learn in-demand Skills from Professionals.  
<https://manavrachnaonline.com/short-duration-programmes/>

## Short Duration Programs for Management Aspirants

– Accelerate Your Business Career

Manav Rachna Online offers a comprehensive MBA program designed to equip you with the business acumen and leadership skills needed to succeed in today's competitive marketplace. To further enhance your expertise, we also offer specialized Short Development Programmes to give you an edge in key business areas.



### Certification in Strategic HR Management

Build strategic capabilities and transform yourself into an HR leader. This certification focuses on advanced HR strategies, leadership development, and organizational change to equip you with the skills needed to drive human resource success at a strategic level.



### Certification in Advanced Marketing Management

Stay ahead in marketing by mastering integrated strategies, brand storytelling, and consumer psychology. Leverage AI and analytics for impactful campaigns. This certification equips you with data-driven skills to excel in the evolving marketing landscape.



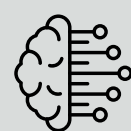
## Short Duration Programs for IT Aspirants

– Transform Your IT Career



### Certification in Cloud Computing & DevOps

Leverage the power of cloud technologies and streamline your workflows with DevOps. This certification will teach you how to manage scalable cloud infrastructures and implement DevOps practices to improve collaboration and automation in software development.



### Certification in Data Intelligence

This certification will teach you how to manage scalable cloud infrastructures and implement DevOps practices to improve collaboration and automation.

[To Know More](#)





# INDUSTRY CONNECTS

## SCOPE / CAREER OPPORTUNITIES AFTER MBA

MBA is an achievers' Programme that helps students to assume leadership roles such as

- Chief Executive Officers, Chief Operating Officers
- President, Vice President Marketing,
- President, Vice President, HR
- President, Vice President, Finance
- Sr Consultant and Partner

Besides offering top notch managerial positions such as

- Product and Brand Managers
- Human Resource Managers
- Data Science/ Management Consultants
- Airport Control officers and Aviation Managers
- Logistics and Supply Chain Managers
- Business Analysts
- Financial Analysts and Investment Bankers

## RESEARCH AND SUPERVISION ROLES

A learner can approach the research domain through Ph.D. or fellowship programme. Apart from this, there are some specialized certificate courses that a student can choose for addition career options or knowledge enhancement. There is a huge scope in the field of MBA. One can do job or can go for higher studies after the completion of course or opt for self-employment too.

## CORPORATE CONNECTS



## REACH US AND KICKSTART #YOURGROWTHSTORY

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