

Discover the Future of Learning

# Master Of Business Administration



# 2024-25

JANUARY 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 39,000+ alumni base, 600+ reputed MNCs & Indian Corporate patronizing MREI, 165+ Patents (filed/granted), 86+ global academic collaborations, and 80+ Alumni & In Campus start-ups, 13 are the countries from which Manav Rachna students arrive, 1600 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).

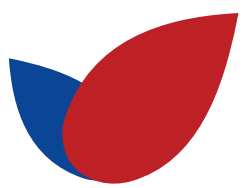


## DIRECTOR'S PROFILE

### 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.





# MBA PROGRAMME

## ABOUT CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Manav Rachna Centre for Distance and Online Education 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 any benefits from conventional systems of Education. Nine programmes in different streams namely Computer Applications, Management, Commerce, Business Administration 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 Centre for Distance and Online Education 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 Centre for Distance and Online Education.

“Master of Business Administration” at “Manav Rachna Centre for Distance and Online Education” 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 successfully 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 are 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.



# HIGHLIGHTS

## SPECIALISATION OFFERED

- Marketing
- Finance
- Human Resource Management
- International Business
- Aviation Management
- Healthcare Management
- Digital Marketing & E-Commerce
- Entrepreneurship and Small Business Management
- Business Intelligence and Analytics
- Banking and Insurance Management
- Operations Management
- Event Management
- Management Information System
- Waste Management
- Logistics and Supply Chain Management

## 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 CENTER FOR DISTANCE AND ONLINE EDUCATION?

- 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



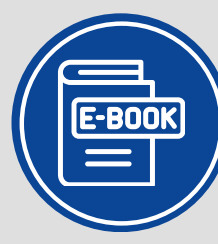
24X7 Student Facilitation Center



Live & Recorded Lectures



Academics



Access to E-Books & E-Library



24X7 IT Support

# Manav Rachna Online Launches SHORT DURATION PROGRAMS (SDP)

Elevate your Professional Journey and  
Learn in-demand Skills from Professionals.

## 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.



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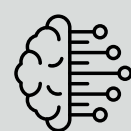
## Short Duration Programs for IT Aspirants

– 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

# 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

Manav Rachna Campus,  
Sector - 43, Delhi-Surajkund Road, Faridabad - 121004, Haryana, India,

### Contact Us At:

- +1800-2024-30
- admission@manavrachnaonline.edu.in
- [www.manavrachnaonline.com](http://www.manavrachnaonline.com)

### Connect Us At:

