ON. VGU ONLINE VGU
Entitled by UGC

NAAC GRADE A+
ACCREDITED UNIVERSITY

LEAD THE FUTURE OF

BUSINESS

ONLINE MBA

Master of Business Administration

Build strategic thinking, leadership skills and business confidence with a flexible, industry-integrated online learning experience.



2 YEARS
Duration

4 SEMESTERS
Structure

92 CREDITS
Programme

UGC-Entitled
Online Degree

ABOUT THE PROGRAMME

The Online MBA is designed to transform working professionals and fresh graduates into strategic thinkers and effective leaders. It covers key management areas including Marketing, Finance, HR, Business Analytics, Project Management and Entrepreneurship.

WHY ONLINE VGU?

- 100% online learning
- Live and recorded classes
- Industry-integrated curriculum
- Internship opportunities
- Coursera Premium access for 6 months*
- Academic and technical support

ELIGIBILITY

A 3-year bachelor's degree from a recognised university or institution.

ELECTIVE AREAS

- Human Resource Management
- Marketing and Digital Marketing
- Financial Management
- Business Analytics
- Operations Management
- Information Technology Management
- Healthcare Management
- International Business Management
- Agri Business
- Logistics & Supply Chain Management

FEE STRUCTURE

INDIAN NATIONALS	FOREIGN NATIONALS
₹ 150,000	**₹ 300,000**
Total programme fee	Total programme fee
One-time payment: ₹ 127,500*	**One-time payment:** ₹ 255,000*

Examination fees are additional: ₹1,500 per semester for Indian learners and ₹3,000 per semester for international learners.

YOUR FUTURE STARTS HERE

LOG IN & BE READY FOR LIMITLESS LEARNING

www.onlinevgu.com



PROGRAM STRUCTURE
KNOW YOUR CREDITS

Semester 1

Title	Credits
Managerial Economics	4
Quantitative Methods for Management	4
Accounting for Managers	4
Legal Aspects of Business	4
Management Concepts & Organizational Behaviour	3
Business Environment	3
Business Communication	2
Total Credits	**24**

Semester 2

Title	Credits
Human Resource Management	3
Financial Management	4
Marketing Management	3
Research Methodology	4
Management Information System	3
International Business Management	3
Total Quality Management	3
Digital Marketing **Innovation & Design Thinking**	2
Total Credits	**25**

Semester 3

Title	Credits
Project Management	3
Supply Chain Management	3
Strategic Management	3
Entrepreneurship & Innovation Management	2

***Learners To Choose Only One Of The Elective Subjects Listed In Table Below.**

Elective Pool – Choose 1 Elective (4 Subjects Each)

Electives	Title	Credits
Marketing	• Consumer Behaviour	3
	• Marketing of Services	3
	• Integrated Marketing Communication	3
	• Sales Distribution & Logistics Management	3
Human Resource Management	• Employee Legislation	3
	• Strategic Human Resource Management	3
	• Training & Development	3
	• Performance Management &	3
	• Talent Retention	
Financial Management	• Principles & Practices of Banking	3
	• Management of Financial Services	3
	• Financial Innovation and	3
	• Risk Management	
	• Security Market and Portfolio Management	3
Agri Business	• Livestock Production & Management	3
	• Farm Management	3
	• Fertilizer Technology and Management	3
	• Agricultural Marketing Trade and Prices	3
International Business Management	• International Trade Procedures and Documentation	3
	• International Marketing Management	3
	• Global HRM	3
	• International Financial Management	3
Operations Management	• Operations Planning & Control	3
	• World Class Manufacturing	3
	• Project Formulation & Analysis	3
	• Inventory & Purchase Management	3
Healthcare Management	• Hospital Management 1	3
	• Hospital Services and Quality Management	3
	• Hospital Management 2	3
	• Industrial Health and Safety Management	3
Information Technology Management	• Enterprise Resource Planning	3
	• Database Management System	3
	• System Analysis and Design	3
	• Networking Concepts	3
Digital Marketing	• Introduction to Digital Marketing	3
	• Search Engine Marketing	3
	• Web Analytics	3
	• Social Media Marketing	3
Business Analytics	• Data Analytics for Managers	3
	• Advanced Excel	3
	• Applied Statistics with R & Python	3
	• Regression for Business Analytics	3
Logistics & Supply Chain Management	• Fundamentals of Global Logistics and Trade	3
	• Strategic Procurement and Inventory Management	3
	• Transportation Systems & Multimodal Logistics	3
	• International Trade Agreements, Documentation & Customs Procedures	3

Semester 4

Title	Credits
Practical Training in Industry	8
Corporate Readiness	3
Indian Knowledge System	3
Elective-V	3
Elective-VI	3
Total Credits	**20**

Electives	Title	Credits
Marketing	• Marketing Analytics	3
	• Digital & Social Media Marketing	3
Human Resource Management	• Talent Acquisition and Knowledge Management	3
	• Change Management & Orgaizational development	3
Financial Management	• Behavioural Finance	3
	• Corporate Tax planning	3
Agri Business	• Agri-entrepreneurship and Development	3
	• Rural Credit and Finance Management	3
International Business Management	• WTO and IPR	3
	• International Economics	3
Operations Management	• Operations Research Application	3
	• Business Process Management	3
Healthcare Management	• Health Informatics	3
	• Health Insurance	3
Information Technology Management	• AI for Business	3
	• Cyber Security & Laws	3
Digital Marketing	• Search Engine Optimization	3
	• Website Planning & Structure	3
Business Analytics	• Big Data Analytics with SQL	3
	• Data Visualization with Power BI and Tableau	3
Logistics & Supply Chain Management	• Cargo Safety, Compliance & Supply Chain Risk Management	3
	• Global Port & Container Terminal Operations	3
Total Credits		**20**

This scheme is applicable only for the July 2026–27 batch.