



Deen Dayal Upadhyaya Gorakhpur University

NAAC A++, UGC-Entitled, NIRF #151-200, IIRF #75

MBA – WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 Years

Total fees

₹ 62,500

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 organizational spheres. DDU Gorakhpur University offers Online Programs, ODL Programs, and Work-linked Programs to support diverse learners. The university bears the name of the eminent political philosopher, Pandit Deen Dayal Upadhyaya. It is situated in Gorakhpur, where it draws inspiration from the spiritual, philosophical, patriotic, and philanthropic heritage of Gautam Buddha, Sant Kabir, Guru Gorakshnath, Bismil, Hanuman Prasad Poddar, and the world-famous Gita Press.

Key features

- ◆ Industry-Integrated Curriculum
- ◆ NAAC A+ Accredited University
- ◆ Entrepreneurship & Innovation Cell
- ◆ Digital Learning Management System (LMS)
- ◆ Scholarship Opportunities for Meritorious Students
- ◆ Experienced Faculty from Academia & Industry

MBA - WLP

Highlights

- ◆ A work-linked format that makes business administration and management more applied through digital study and practical exposure.

- ◆ Learners engage with Principles and Practices of Management, Managerial Economics, management principles, and business communication, with emphasis on concepts that can be seen in professional settings.

- ◆ Company-linked or internship exposure helps students understand workplace expectations and role discipline.

- ◆ Flexible structure allows learners to continue academic progress while gaining practical awareness.

- ◆ Builds a more rounded profile by combining knowledge, application, and employability-focused skills, with added focus on decision practice.

Learning outcomes

- ◆ Within MBA - WLP from Deen Dayal Upadhyaya Gorakhpur University, analyze business situations, customer needs, and organisational priorities using concepts from Principles and Practices of Management, Managerial Economics, management principles, and business communication.
- ◆ Apply subject knowledge to solve planning, coordination, and decision-making challenges with greater structure and clarity.
- ◆ Evaluate management choices across teams, markets, and operations while considering clarity, ethics, and practical business sense.
- ◆ Create or present business presentations, project plans, and structured reports with clear structure and practical relevance.
- ◆ Connect digital learning with internship or company-linked exposure to understand workplace expectations in business administration and management, while strengthening decision practice.

Eligibility Criteria

Course Eligibility: Candidates must hold at least a bachelor's degree in any discipline.

Internship Eligibility: Age limit: 25 years

*Earnings depend on role, industry, company policies, and internship availability.

Curriculum Overview

Semester I (6 subjects)

- | | |
|---|--|
| ◆ OLMBA101 - Principles and Practices of Management | ◆ OLMBA104 - Business Statistics & Research Methods |
| ◆ OLMBA102 - Managerial Economics | ◆ OLMBA105 - Computer Applications & Management Information System |
| ◆ OLMBA103 - Accounting for Managers | ◆ OLMBA106 - Managerial Skill Development |

Semester II (8 subjects)

- | | |
|--|---|
| ◆ OLMBA201 - Organisational Behaviour | ◆ OLMBA205 - Operations Management |
| ◆ OLMBA202 - Human Resource Management | ◆ OLMBA206 - International Business Environment |
| ◆ OLMBA203 - Marketing Management | ◆ OLPGID201 - Indian Business Value system |
| ◆ OLMBA204 - Financial Management | ◆ OLPGID202 - Yoga and Wellness |



Curriculum Overview (continued)

Semester III (10 subjects)

- ◆ OLMBA301 - Business Ethics and Corporate Governance
- ◆ OLMBA302 - Legal Framework of Business
- ◆ OLMBA303 - Tax Management in India
- ◆ OLMBA304 - Viva-voce (based on Summer Training Report: 50 marks for Report Evaluation and rest 50 marks for Viva-Voce)
- ◆ OLMBA305 - Consumer Behaviour and Marketing Research
- ◆ OLMBA306 - Retail and Supply Chain Management
- ◆ OLMBA307 - Capital Investment and Financial Decisions
- ◆ OLMBA308 - Security Analysis and Port-folio Management
- ◆ OLMBA309 - Human Resource Development
- ◆ OLMBA310 - Labour Laws in India

Semester IV (10 subjects)

- ◆ OLMBA401 - Strategic Management
- ◆ OLMBA402 - Entrepreneurship Development
- ◆ OLMBA403 - Total Quality Management and Kaizen Strategies
- ◆ OLMBA404 - Comprehensive Viva-voce
- ◆ OLMBA405 - Integrated Marketing Communication
- ◆ OLMBA406 - Services and Industrial Marketing
- ◆ OLMBA407 - Financial Markets and Services
- ◆ OLMBA408 - International Accounting and Financial Reporting
- ◆ OLMBA409 - Industrial Relations
- ◆ OLMBA410 - Organisational Health

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration / Application Fee (One Time)	₹ 500	—	₹ 500
Work-Linked Program Fee	₹ 5,000	₹ 5,000	₹ 10,000
Exam Fee	₹ 3,000	₹ 3,000	₹ 6,000
Course Fee	₹ 23,000	₹ 23,000	₹ 46,000
Total	₹ 31,500	₹ 31,000	₹ 62,500

Career & Placement highlights



95%

of graduates placed



3x

Average salary hike

Top Career Roles



Machine Learning Engineer



Data Scientist



Systems Architect



Technical Support
Specialist



Entrepreneur



Cybersecurity Analyst