



Deen Dayal Upadhyaya Gorakhpur University

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

MBA

Type

Pg Program

Mode

Distance

Duration

2 Years

Total fees

₹ 42,500

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

Highlights

- ◆ Flexible study structure that keeps quality education accessible for graduates and working professionals seeking stronger career direction.
- ◆ Emphasis on Principles and Practices of Management, Managerial Economics, Accounting for Managers, and Business Statistics & Research Methods, ensuring the course stays closely aligned with business administration and management.
- ◆ Encourages steady academic progress through organized content, assessments, and guided learning support.
- ◆ Helps learners interpret real situations, evaluate information, and communicate ideas with subject confidence.
- ◆ Relevant for learners seeking meaningful growth in Business Analyst, Marketing Manager, and Financial Consultant and related business operations, management support, entrepreneurship, and cross-functional roles, based on their goals and experience, with added focus on project-based reflection.

Learning outcomes

- ◆ Within MBA (Business Administration) from Deen Dayal Upadhyaya Gorakhpur University, examine business situations, customer needs, and organisational priorities through the lens of Principles and Practices of Management, Managerial Economics, Accounting for Managers, and Business Statistics & Research Methods.
- ◆ Use relevant tools, theories, or frameworks to address planning, coordination, and decision-making challenges.
- ◆ Compare options and make reasoned judgements about management choices across teams, markets, and operations.
- ◆ Prepare business presentations, project plans, and structured reports with clarity, evidence, and subject-specific vocabulary.
- ◆ Connect learning with future study, professional growth, or applied work in Business Analyst, Marketing Manager, and Financial Consultant and related business operations, management support, entrepreneurship, and cross-functional roles, while strengthening project-based reflection.

Eligibility Criteria

Graduation in any stream (10+2+3) from a recognized university with minimum 50% marks (45% for reserved categories). | Candidates must hold at least a bachelor's degree in any discipline.

Curriculum Overview

Semester I (6 subjects)

- | | |
|---|--|
| ◆ ODMBA101 - Principles and Practices of Management | ◆ ODMBA104 - Business Statistics & Research Methods |
| ◆ ODMBA102 - Managerial Economics | ◆ ODMBA105 - Computer Applications & Management Information System |
| ◆ ODMBA103 - Accounting for Managers | ◆ ODMBA106 - Managerial Skill Development |

Semester II (8 subjects)

- | | |
|--|---|
| ◆ ODMBA201 - Organisational Behaviour | ◆ ODMBA205 - Operations Management |
| ◆ ODMBA202 - Human Resource Management | ◆ ODMBA206 - International Business Environment |
| ◆ ODMBA203 - Marketing Management | ◆ ODPGID201 - Indian Business Value system |
| ◆ ODMBA204 - Financial Management | ◆ ODPGID202 - Yoga and Wellness |



Curriculum Overview (continued)

Semester III (10 subjects)

- ◆ ODMBA301 - Business Ethics and Corporate Governance
- ◆ ODMBA302 - Legal Framework of Business
- ◆ ODMBA303 - Tax Management in India
- ◆ ODMBA304 - Viva-voce (based on Summer Training Report: 50 marks for Report Evaluation and rest 50 marks for Viva-Voce)
- ◆ ODMBA305 - Consumer Behaviour and Marketing Research
- ◆ ODMBA306 - Retail and Supply Chain Management
- ◆ ODMBA307 - Capital Investment and Financial Decisions
- ◆ ODMBA308 - Security Analysis and Port-folio Management
- ◆ ODMBA309 - Human Resource Development
- ◆ ODMBA310 - Labour Laws in India

Semester IV (10 subjects)

- ◆ ODMBA401 - Strategic Management
- ◆ ODMBA402 - Entrepreneurship Development
- ◆ ODMBA403 - Total Quality Management and Kaizen Strategies
- ◆ ODMBA404 - Comprehensive Viva-voce
- ◆ ODMBA405 - Integrated Marketing Communication
- ◆ ODMBA406 - Services and Industrial Marketing
- ◆ ODMBA407 - Financial Markets and Services
- ◆ ODMBA408 - International Accounting and Financial Reporting
- ◆ ODMBA409 - Industrial Relations
- ◆ ODMBA410 - Organisational Health

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration / Application Fee	₹ 500	—	₹ 500
Exam Fee	₹ 3,000	₹ 3,000	₹ 6,000
Course Fee	₹ 18,000	₹ 18,000	₹ 36,000
Total	₹ 21,500	₹ 21,000	₹ 42,500

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