



Ganpat University

NAAC A, UGC-Entitled, NIRF #101-150, Diamond Ratings by QS I –
GAUGE, GSIRF '5-Star' Rating

MBA

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 97,000

Ganpat University

Established in 2005, Ganpat University is a UGC-recognised Private University located in North Gujarat. Spread across a 300+ acre campus, the University offers a wide range of undergraduate, postgraduate, diploma and research programmes across diverse disciplines. Its academic approach combines quality education, modern infrastructure and industry-oriented learning to prepare students for evolving career opportunities. Guided by its mission of **“Social Upliftment through Education,”** Ganpat University is committed to making accessible, future-focused education available to learners from all backgrounds.

MBA

Highlights

- ◆ Learner-friendly delivery with flexibility for those balancing education with professional or personal responsibilities.
- ◆ A curriculum anchored in Principles of Management, Quantitative Techniques in Management, Managerial Economics, and Managerial Accounting, helping learners understand the subject from multiple angles.
- ◆ Faculty guidance and curated study resources encourage regular learning and clearer concept retention.
- ◆ Builds applied awareness through examples, activities, or projects connected to business situations, customer needs, and organisational priorities.
- ◆ Creates a stronger base for higher studies, professional upskilling, or domain-relevant pathways in Management Consultant, Investment Banker, and Marketing Manager and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on case-based thinking.

Learning outcomes

- ◆ Within MBA from Ganpat University, examine business situations, customer needs, and organisational priorities through the lens of Principles of Management, Quantitative Techniques in Management, Managerial Economics, and Managerial Accounting.
- ◆ 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 Management Consultant, Investment Banker, and Marketing Manager and related business operations, management support, entrepreneurship, and cross-functional roles, while strengthening case-based thinking.

Eligibility Criteria

Bachelor's Degree

Curriculum Overview

Semester I (8 subjects)

- | | |
|--|---|
| ◆ 2IA01POM - Principles of Management | ◆ 3IA05OBE - Organizational Behaviour |
| ◆ 2IA02QTM - Quantitative Techniques in Management | ◆ 2IA06MCO - Managerial Communication |
| ◆ 4IA03MEC - Managerial Economics | ◆ 3IA07RDM - Research Design for Management |
| ◆ 2IA04MAC - Managerial Accounting | ◆ 2IB08CEL - Communicative English |

Semester II (8 subjects)

- | | |
|--|--|
| ◆ IIA01BDA - Business Data Analytics | ◆ 3IIA05POM - Production and Operations Management |
| ◆ 3IIA02CMA - Cost and Management Accounting | ◆ 3IIA06HRM - Human Resource Management |
| ◆ 3IIA03MMA - Marketing Management | ◆ 3IIA07BRM - Business Research Methodology |
| ◆ 3IIA04FMA - Financial Management | ◆ 3IIB08CSM - Computing Skills For Managers |



Curriculum Overview (continued)

Semester III (5 subjects)

- ◆ 2IIIA01SMA - Strategic Management
- ◆ 2IIIB04PGL - Personality Growth Lab
- ◆ IIIA02FER - Fundamentals of Enterprise Resource Planning
- ◆ IIIA10SIP - Summer Internship Project
- ◆ 2IIIA03MRP - Management Research Project

Elective Pool: Semester III (18 subjects)

- ◆ Marketing Electives 2IIIA05IMM International Marketing Management
- ◆ Marketing Electives 2IIIA06SDM Sales And Distribution Management
- ◆ Marketing Electives 2IIIA07CBE Consumer Behaviour In The Digital Age
- ◆ Marketing Electives 2IIIA08IMC Integrated Marketing Communications
- ◆ Marketing Electives IIIA11MME Marketing Metrics
- ◆ Marketing Electives IIIA12DSM Digital And Social Media Marketing
- ◆ Finance Electives 2IIIA05CTP Corporate Tax Planning 4
- ◆ Finance Electives 2IIIA06IFS Indian Financial Systems 4
- ◆ Finance Electives 2IIIA07SAP Security Analysis And Portfolio Management
- ◆ Finance Electives IIIA08DRM Derivatives And Risk Management
- ◆ Finance Electives IIIA12FMO Financial Modelling
- ◆ Finance Electives IIIA11MFS Management Of Financial Services
- ◆ Human Resource Electives 2IIIA05ODC Organizational Development And Change
- ◆ Human Resource Electives 2IIIA06TDE Training And Development
- ◆ Human Resource Electives 2IIIA07CMA Compensation Management
- ◆ Human Resource Electives 2IIIA08SPM Staffing And Performance Management
- ◆ Human Resource Electives IIIA11HRA Hr Analytics
- ◆ Human Resource Electives IIIA12MCD Managing Cultural Diversity

Semester IV (2 subjects)

- ◆ 2IVA01EMI - Entrepreneurship and Management of Innovations
- ◆ 2IVA02MCS - Management Control Systems

Elective Pool: Semester IV (12 subjects)

- ◆ Marketing Electives IVA04MAN Marketing Analytics
- ◆ Marketing Electives 2IVA05SMA Services Marketing
- ◆ Marketing Electives 2IVA06SMB Strategic Marketing And Brand Management
- ◆ Marketing Electives 2IVA07RMA Retail Management
- ◆ Finance Electives IVA04BFI Behavioural Finance
- ◆ Finance Electives 2IVA05WCM Working Capital Management
- ◆ Finance Electives 2IVA06IFM International Financial Management
- ◆ Finance Electives 2IVA07SFM Strategic Financial Management
- ◆ Human Resource Electives IVA04TMA Talent Management
- ◆ Human Resource Electives 2IVA05LEH Legal Environment Of HRM
- ◆ Human Resource Electives 2IVA06SHR Strategic Human Resources Management
- ◆ Human Resource Electives 2IVA07IHR International Human Resources Management

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fee	₹ 5,000	—	₹ 5,000
Enrollment per year	₹ 4,000	₹ 4,000	₹ 8,000
Examination per year	₹ 5,000	₹ 5,000	₹ 10,000
Tuition Fees per sem	₹ 35,000	₹ 39,000	₹ 74,000
Total	₹ 49,000	₹ 48,000	₹ 97,000