



Guru Nanak Dev University

NAAC A++, UGC-Entitled

MBA

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 80,600

Guru Nanak Dev University

Guru Nanak Dev University (GNDU), established in 1969, is a leading public university committed to academic excellence, inclusive education, and societal advancement. Over decades, the University has built a strong foundation across disciplines such as Science, Arts, Management, Information Technology, and emerging technology domains. Guided by the values of Sri Guru Nanak Dev Ji, GNDU's academic philosophy emphasises integrity, equity, and knowledge that serves society.

MBA

Highlights

- ◆ A balanced learning format that brings business administration and management within reach for learners with varied schedules.
- ◆ Course content touches Managerial Economics, Business Environment, management principles, and business communication, allowing students to connect fundamentals with practical relevance.
- ◆ Designed to build confidence gradually, from concept clarity to more independent academic thinking.
- ◆ Includes opportunities to reflect on business situations, customer needs, and organisational priorities through assignments, cases, or application-led tasks.
- ◆ Helps learners prepare for future education, professional transition, or stronger domain understanding in Business Analyst, Marketing Executive, and Operations Manager and related business operations, management support, entrepreneurship, and cross-functional roles, with added focus on project-based reflection.

Learning outcomes

- ◆ Within MBA from Guru Nanak Dev University, analyze business situations, customer needs, and organisational priorities using concepts from Managerial Economics, Business Environment, 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.
- ◆ Build readiness for progression in Business Analyst, Marketing Executive, and Operations Manager and related business operations, management support, entrepreneurship, and cross-functional roles through stronger subject understanding and applied thinking, while strengthening project-based reflection.

Eligibility Criteria

Bachelor/ Master Degree in any discipline or equivalent examination with 50% marks in aggregate.

Curriculum Overview

Semester I (6 subjects)

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|---------------------------------------|--|
| ◆ Managerial Economics | ◆ Accounting for Management |
| ◆ Business Environment | ◆ Marketing Management |
| ◆ Quantitative Methods for Management | ◆ Management Principles and Organizational Behaviour |

Semester II (6 subjects)

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|---------------------------------|--|
| ◆ Business Research Methodology | ◆ Entrepreneurial Development and MSMEs |
| ◆ Financial Management | ◆ Business Communication and Personality Development |
| ◆ Human Resource Management | ◆ Seminar-I |



Curriculum Overview (continued)

Semester III (4 subjects)

- ◆ Business Analytics
 - ◆ Strategic Management
 - ◆ Seminar-II
 - ◆ Student can opt for any one of the following groups of papers: Finance/Marketing/Human Resource
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Semester IV (3 subjects)

- ◆ Discipline Specific Courses
- ◆ Research Project
- ◆ Student can opt for any one of the following groups of papers: Finance/Marketing/Human Resource

Fee Structure

Fee heads	Year 1	Year 2	Total
Application Fees	₹ 1,600	—	₹ 1,600
Exam Fee	₹ 7,000	₹ 7,000	₹ 14,000
Course Fee	₹ 32,500	₹ 32,500	₹ 65,000
Total	₹ 41,100	₹ 39,500	₹ 80,600