



AMET University

NAAC A, UGC-Entitled

MBA – WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 Years

Total fees

₹ 119,500

AMET University

The Centre for Distance and Online Education (CDOE) is a pioneering centre committed to providing exceptional education to a diverse community of learners globally through online and distance education modes. Through cutting-edge online platforms and innovative teaching methods, CDOE offers a range of specialised programmes tailored to meet the unique needs of modern learners. Our focus on quality, accessibility, and versatility sets us apart, ensuring that students receive a world-class education from the comfort of their homes.

MBA - WLP

Highlights

- ◆ Digital-first academic learning supported by structured work-linked or internship-style exposure.
- ◆ Curriculum themes such as Marketing Communications, Consumer Behaviour, Marketing Management, and Accounting and Financial Management make the programme relevant to marketing, branding, customer insight, and sales strategy and its practical use.
- ◆ Helps learners observe how classroom concepts appear in customers, markets, campaigns, and competitive positioning and everyday organizational tasks.
- ◆ Builds confidence in time management, communication, and applied problem-solving alongside formal study.
- ◆ Useful for learners who want both a recognized academic pathway and early practical orientation in marketing, sales, brand management, digital campaigns, and customer strategy roles, including areas such as Marketing Manager/Director, Digital Marketing Expert, and Brand Strategy Consultant, with added focus on research orientation.

Learning outcomes

- ◆ Within MBA (Marketing) - WLP from AMET University, interpret key ideas in marketing, branding, customer insight, and sales strategy and relate them to customers, markets, campaigns, and competitive positioning.
- ◆ Solve structured problems involving brand growth, customer acquisition, market expansion, and sales effectiveness through appropriate concepts and methods.
- ◆ Assess marketing decisions based on insight, segmentation, channels, and performance with attention to customer relevance, creativity, and measurable business impact.
- ◆ Communicate insights through campaign briefs, brand plans, sales pitches, and market analysis reports suited to the discipline.
- ◆ Practice professional communication, accountability, and applied problem-solving through work-linked learning contexts, while strengthening research orientation.

Eligibility Criteria

Students with any undergraduate degree from UGC-recognised institutions with a 10+2+3 (or) 10+2+4 pattern and those appearing for their final examination (subject to passing) are eligible to apply.



Curriculum Overview (continued)

Shipping & Logistics Management (26 subjects)

- ◆ Semester 1 - Global Shipping Business
- ◆ Semester 1 - Maritime Economics
- ◆ Semester 1 - Marketing Management
- ◆ Semester 1 - People Management and Organisational Behaviour
- ◆ Semester 1 - Accounting and Financial Management
- ◆ Semester 1 - Data Analysis
- ◆ Semester 1 - Communication for Managers
- ◆ Semester 2 - Chartering and Commercial Geography
- ◆ Semester 2 - Logistics Management
- ◆ Semester 2 - Liner Shipping Business
- ◆ Semester 2 - Port Operations and Pricing
- ◆ Semester 2 - Research Methodology
- ◆ Semester 2 - International Business
- ◆ Semester 2 - International HRM (Elective)
- ◆ Semester 3 - Maritime Law and Customs Procedures
- ◆ Semester 3 - Export and Import Management
- ◆ Semester 3 - Port Agency Operations
- ◆ Semester 3 - Supply Chain and Materials Management
- ◆ Semester 3 - Shipping Finance and Marine Insurance
- ◆ Semester 3 - E-Commerce
- ◆ Semester 3 - International Marketing
- ◆ Semester 4 - Entrepreneurship Development
- ◆ Semester 4 - Business to Business Marketing
- ◆ Semester 4 - Sales and Retail Management (Elective)
- ◆ Semester 4 - Strategic Management (Elective)
- ◆ Semester 4 - Shipping and Logistics (Project)



Curriculum Overview (continued)

Marketing Management (26 subjects)

- ◆ Semester 1 - Principles of Management
- ◆ Semester 1 - Managerial Economics
- ◆ Semester 1 - Financial Accounting
- ◆ Semester 1 - Marketing Management
- ◆ Semester 1 - People Management and Organisational Behaviour
- ◆ Semester 1 - Data Analysis
- ◆ Semester 1 - Communication for Managers
- ◆ Semester 2 - Financial Management
- ◆ Semester 2 - Human Resource Management
- ◆ Semester 2 - Operations Management
- ◆ Semester 2 - Research Methodology
- ◆ Semester 2 - Management Accounting
- ◆ Semester 2 - Legal Aspects of Business
- ◆ Semester 2 - International Business
- ◆ Semester 3 - Consumer Behavior
- ◆ Semester 3 - Marketing Research
- ◆ Semester 3 - Sales and Distribution Management
- ◆ Semester 3 - Integrated Marketing Communications
- ◆ Semester 3 - Brand Management
- ◆ Semester 3 - Services Marketing
- ◆ Semester 3 - Digital Marketing
- ◆ Semester 4 - Strategic Marketing
- ◆ Semester 4 - Customer Relationship Management
- ◆ Semester 4 - International Marketing
- ◆ Semester 4 - Sales and Retail Management (Elective)
- ◆ Semester 4 - Marketing Dissertation (Project)



Curriculum Overview (continued)

Human Resource Management (26 subjects)

- ◆ Semester 1 - Principles of Management
- ◆ Semester 1 - Managerial Economics
- ◆ Semester 1 - Financial Accounting
- ◆ Semester 1 - Marketing Management
- ◆ Semester 1 - People Management and Organisational Behaviour
- ◆ Semester 1 - Data Analysis
- ◆ Semester 1 - Communication for Managers
- ◆ Semester 2 - Financial Management
- ◆ Semester 2 - Human Resource Management
- ◆ Semester 2 - Operations Management
- ◆ Semester 2 - Research Methodology
- ◆ Semester 2 - Management Accounting
- ◆ Semester 2 - Legal Aspects of Business
- ◆ Semester 2 - International Business
- ◆ Semester 3 - Talent Acquisition & Sourcing
- ◆ Semester 3 - Compensation & Benefits
- ◆ Semester 3 - Industrial Relations
- ◆ Semester 3 - Human Resource Development
- ◆ Semester 3 - Organizational Development
- ◆ Semester 3 - Labor Laws & Compliance
- ◆ Semester 3 - HR Analytics
- ◆ Semester 4 - Strategic HRM
- ◆ Semester 4 - Change Management
- ◆ Semester 4 - Cross-Cultural Management
- ◆ Semester 4 - Human Resource Information Systems (HRIS)
- ◆ Semester 4 - HR Dissertation (Project)



Curriculum Overview (continued)

Finance Management (26 subjects)

- ◆ Semester 1 - Principles of Management
- ◆ Semester 1 - Managerial Economics
- ◆ Semester 1 - Financial Accounting
- ◆ Semester 1 - Marketing Management
- ◆ Semester 1 - People Management and Organisational Behaviour
- ◆ Semester 1 - Data Analysis
- ◆ Semester 1 - Communication for Managers
- ◆ Semester 2 - Financial Management
- ◆ Semester 2 - Human Resource Management
- ◆ Semester 2 - Operations Management
- ◆ Semester 2 - Research Methodology
- ◆ Semester 2 - Management Accounting
- ◆ Semester 2 - Legal Aspects of Business
- ◆ Semester 2 - International Business
- ◆ Semester 3 - Investment Management
- ◆ Semester 3 - Financial Markets & Institutions
- ◆ Semester 3 - Risk Management & Insurance
- ◆ Semester 3 - Financial Modeling
- ◆ Semester 3 - Derivatives & Risk Management
- ◆ Semester 3 - Corporate Tax Planning
- ◆ Semester 3 - Financial Services
- ◆ Semester 4 - Strategic Financial Management
- ◆ Semester 4 - International Finance
- ◆ Semester 4 - Mergers & Acquisitions
- ◆ Semester 4 - Banking & Insurance Management
- ◆ Semester 4 - Finance Dissertation (Project)

Fee Structure

Fee heads	Year 1	Year 2	Total
Course Fee	₹ 50,000	₹ 50,000	₹ 100,000
Exam Fee	₹ 6,000	₹ 6,000	₹ 12,000
Apprenticeship Fee	₹ 7,500	—	₹ 7,500
Total	₹ 63,500	₹ 56,000	₹ 119,500