



Jamia Hamdard

NAAC A+, UGC-Entitled, NIRF Pharmacy #1, Times Higher Education

#401-500

MBA

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 103,500

Jamia Hamdard

The history of Jamia Hamdard begins with the establishment of a small Unani clinic in the year 1906 by Hakeem Hafiz Abdul Majeed, one of the well-known practitioners of Unani System of Medicine of his time. Hakeem Hafiz Abdul Majeed had a vision of making the practice of Unani Medicine into a scientific discipline so that Unani medicines could be dispensed in a more efficacious manner to patients. He gave the name "Hamdard" to his venture which means "sympathy for all and sharing of pain". His illustrious son, Hakeem Abdul Hameed, carried forward the philosophy and objectives of Hamdard in independent India. Jamia Hamdard was inaugurated by Late Shri Rajiv Gandhi on August 01, 1989 and was conferred the status of a Deemed University by the Government of India.

Key features

- ◆ NIRF (University) Rank: 40
- ◆ QS World Universities Rank: 1201-1400
- ◆ Expert Faculty
- ◆ Industry-Relevant Curriculum
- ◆ Diverse Degree Programs
- ◆ NAAC A+ University | UGC Entitled

MBA

Highlights

- ◆ Global Business Exposure
- ◆ Career Advancement Support
- ◆ Skill-Driven Learning
- ◆ Capstone Project

Learning outcomes

- ◆ Management Principles Application
- ◆ Strategic Execution Skills
- ◆ Team Leadership Effectiveness
- ◆ Financial & Analytical Skills
- ◆ Ethical Business Practices
- ◆ Innovation and Change Leadership

Eligibility Criteria

A Graduation degree (10+2+3 or equivalent) in any discipline from any recognised University with minimum 50% marks (45% marks for Scheduled Castes (SC), Scheduled/Nomadic Tribes (ST/NT), Other Backward Classes (OBC), Economically Backwards Classes), Candidates with 2 years of working experience are preferred. She/He should submit a service certification from the current employer (if working).

Curriculum Overview

Semester I (8 subjects)

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|---------------------------------------|--|
| ◆ Marketing Management | ◆ Management Information System (MIS) |
| ◆ Business Communication | ◆ Managerial Economics |
| ◆ Financial and Management Accounting | ◆ Organizational Behavior & Management Process |
| ◆ International Business Environment | ◆ Quantitative Methods |

Semester II (6 subjects)

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|---------------------------------|-----------------------------|
| ◆ Business Research Methodology | ◆ Human Resource Management |
| ◆ Consumer Behavior | ◆ Operations Management |
| ◆ Financial Management | ◆ Strategic Management |



Curriculum Overview (continued)

Semester III (10 subjects)

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|--|-----------------------------------|
| ◆ Advertising & Communication Management | ◆ Digital Marketing |
| ◆ Sales and Distribution Management | ◆ Agricultural Marketing |
| ◆ Industrial Marketing | ◆ Sales & Distribution Management |
| ◆ Strategic Brand Management | ◆ Strategic Brand Management |
| ◆ Services Marketing | ◆ Services Marketing |
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Semester III (12 subjects)

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|--|--|
| ◆ Management of Financial Services | ◆ Bank Management |
| ◆ Security Analysis & Portfolio Management | ◆ Corporate Tax Management |
| ◆ Financial Risk Management | ◆ Behavioral Finance |
| ◆ Financial Statement Analysis | ◆ Security Analysis & Portfolio Management |
| ◆ International Financial Management | ◆ Financial Statement Analysis |
| ◆ Financial Engineering | ◆ International Financial Management |



Curriculum Overview (continued)

Semester III (10 subjects)

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|---|--|
| ◆ Management of Industrial Relations | ◆ Strategic HRM |
| ◆ Performance & Compensation Management | ◆ Talent Management & Competency Mapping |
| ◆ Training & Development | ◆ Management of Industrial Relations |
| ◆ Organizational Change & Development | ◆ Performance & Compensation Management |
| ◆ Knowledge Management | ◆ Training & Development |
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Semester III (10 subjects)

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|-----------------------------------|-----------------------------|
| ◆ E-Commerce | ◆ Technology and Innovation |
| ◆ Supply chain Management | ◆ Total Quality Management. |
| ◆ Project Management | ◆ E-Commerce |
| ◆ Enterprise Resource Planning | ◆ Supply chain Management |
| ◆ Business Process Re-engineering | ◆ Project Management |
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Semester III (7 subjects)

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|--|--------------------------------|
| ◆ Regional Trade Blocks | ◆ IT Management & Applications |
| ◆ Cross cultural Communication | ◆ Internet Marketing |
| ◆ Export Import Procedures & Documentation | ◆ E Commerce |
| ◆ Title of the Course | |



Curriculum Overview (continued)

Semester IV (2 subjects)

- ♦ Summer Internship & Presentation
 - ♦ Dissertation & Viva voce
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Semester IV (9 subjects)

- ♦ Title of the Course
 - ♦ Rural Marketing
 - ♦ Customer Relationship Management
 - ♦ Advances in Marketing
 - ♦ Strategic Retail Management
 - ♦ Logistics & SCM
 - ♦ Product Management
 - ♦ International Marketing
 - ♦ Open University Elective - II
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Semester IV (8 subjects)

- ♦ Title of the Course
- ♦ Human Resource Information System
- ♦ Labor Laws
- ♦ Management of Internal Customers
- ♦ International Human Resource Management
- ♦ Human Capital Accounting
- ♦ Human Resource Development
- ♦ Open University Elective - II



Curriculum Overview (continued)

Semester IV (13 subjects)

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|---------------------------------|---------------------------------|
| ◆ Title of the Course | ◆ Islamic Banking and Finance |
| ◆ Project Appraisal and Finance | ◆ Credit Management |
| ◆ Financial Derivatives | ◆ Treasury Management |
| ◆ Wealth Management | ◆ Bank Risk Management |
| ◆ Mergers & Acquisition | ◆ Retail Banking |
| ◆ Bank Technology Management | ◆ Open University Elective - II |
| ◆ Financial Econometrics | |

Semester IV (8 subjects)

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|---------------------------------|------------------------------------|
| ◆ Title of the Course | ◆ Business Analytics |
| ◆ Advance Operations Research | ◆ Operations Strategy |
| ◆ Service Operations Management | ◆ Productions Planning and Control |
| ◆ Supply Chain Analytics | ◆ Open University Elective - II |

Semester IV (4 subjects)

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|------------------------------|--|
| ◆ Title of the Course | ◆ Advanced Marketing Research & Data Analytics |
| ◆ CSR & Corporate Governance | ◆ Legal Aspects of Business |

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration/Application Fee	₹ 500	—	₹ 500
Program Fee	₹ 51,500	₹ 51,500	₹ 103,000
Total	₹ 52,000	₹ 51,500	₹ 103,500