



Dr. Bhimrao Ambedkar University

NAAC A+, UGC-Entitled, NIRF

MBA

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 48,500

Dr. Bhimrao Ambedkar University

Dr. Bhimrao Ambedkar University's Centre for Distance & Online Education (DBRAU CDOE) provides flexible and accessible higher education through online learning. It carries forward the academic legacy of Dr. Bhimrao Ambedkar University, Agra, established in 1927. The Centre supports students, working professionals, and learners who are unable to attend regular classroom programs. DBRAU is UGC recognized and NAAC 'A+' accredited, reflecting its commitment to academic excellence. CDOE aims to make higher education affordable, inclusive, and accessible to learners across India while promoting skill development, innovation, and academic growth.

MBA

Highlights

- ◆ Offers specialisation options in Marketing, Finance, Human Resources and Operations.
- ◆ Enables learners to pursue the MBA through a flexible online learning format.
- ◆ Covers marketing, finance, HR, operations, economics, accounting and strategic management.
- ◆ Includes industry analysis, internship-based assessment, project work and viva-voce.
- ◆ Introduces business analytics, research methods, IT applications and digital transformation in business.

Learning outcomes

- ◆ Develop the ability to understand business strategy, organisational priorities and managerial decision-making.
- ◆ Build knowledge of accounting, financial management, quantitative techniques and business analytics.
- ◆ Strengthen understanding of organisational behaviour, human resource management, communication and team management.
- ◆ Gain knowledge of marketing management, consumer-focused strategies and contemporary business practices.
- ◆ Develop familiarity with research methods, IT applications, digital transformation and data-informed business decision-making.

Eligibility Criteria

Candidates must have passed Graduation in any stream from a recognized university. A minimum of 50% Aggregate (45% for reserved categories).

Professionals with work experience are highly encouraged to apply for career transition.

Curriculum Overview

Semester I (7 subjects)

- ◆ Management Concepts And Practices
- ◆ Managerial Economics
- ◆ Organizational Behaviour
- ◆ Accounting For Managers
- ◆ Business Environment
- ◆ Quantitative Techniques For Management
- ◆ Communication & Soft Skills

Semester II (7 subjects)

- ◆ Marketing Management
- ◆ Human Resource Management
- ◆ Financial Management
- ◆ Operations And Supply Chain Management
- ◆ Legal Aspects Of Business
- ◆ IT Applications In Management
- ◆ Viva On Industry Analysis Report



Curriculum Overview (continued)

Semester III (6 subjects)

- ◆ Entrepreneurship & Small Business Development
 - ◆ Specialization II
 - ◆ Operations Research
 - ◆ Business Analytic & Research Methods
 - ◆ Specialization I
 - ◆ Viva Based On Internship
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Semester IV (6 subjects)

- ◆ Corporate Strategic Management
- ◆ Specialization IV
- ◆ Governance And Business Value System
- ◆ Digital Transformation In Business
- ◆ Specialization III
- ◆ Project Report & Viva-Voce

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fee	₹ 500	—	₹ 500
Exam Fee	₹ 3,000	₹ 3,000	₹ 6,000
Program Fee	₹ 21,000	₹ 21,000	₹ 42,000
Total	₹ 24,500	₹ 24,000	₹ 48,500