

ONLINE PROGRAMS

COURSE CATALOGUE

Industry-Relevant Programs
for a Brighter Tomorrow



Live
Sessions



Self Learning
Material



Discussion
Forums



Online
Exams

*Your
Future
Online*

SAME EDUCATION.
BRIGHTER FUTURES.



UGC Entitled Online Degree Programs

FLEXIBLE | RECOGNISED | CAREER-FOCUSED



EXPLORE OUR PROGRAMS

A SMARTER STEP AHEAD



FOUNDATION For Your Future



Bachelor of Computer Applications (BCA)

with an Elective in Cyber Security



3 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This three-year Online BCA in Cybersecurity is meticulously designed to meet the growing demand for skilled professionals in the field of cybersecurity. The program offers specialized coursework in cybersecurity along with a solid foundation in essential computer science principles. Through the Online BCA in Cybersecurity, learners gain industry-relevant skills such as threat detection and mitigation, security protocol proficiency, digital forensics expertise, and hands-on experience in ethical hacking and network defense. The curriculum covers various topics, including Network Defense for Cybersecurity, Quantitative Techniques, Machine Learning, Data Privacy Laws and Standards, Artificial Intelligence for Cybersecurity, Digital Security, Ethical Hacking, and more. This program enhances learners' technical proficiency while preparing them for diverse career opportunities in the ever-evolving cybersecurity landscape.

Elective Highlights

- + Comprehensive curriculum covering foundational and advanced cybersecurity topics
- + In-depth understanding of areas like network security, ethical hacking, and digital forensics
- + Develop proficiency in programming languages such as Python, C, C++, etc.
- + Propose solutions by analyzing real-world situations as a part of project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 27,500	₹ 55,000	₹ 1,65,000	\$500	\$1000	\$3,000	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Bachelor of Computer Applications (BCA)

with an Elective in Computer Science & IT



3 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The IT industry is a dynamic and rapidly evolving sector, integral to modern business operations and innovation. As the demand for skilled professionals in this industry soars, a Bachelor of Computer Applications (BCA) in Computer Science and IT becomes increasingly valuable.

This three-year Online BCA in Computer Science and IT Program offers a comprehensive curriculum that provides learners with a strong foundation in computer science, programming, and software development. Throughout the program, learners delve into a spectrum of subjects essential for a holistic understanding of computer science and IT, including programming languages, database management, networking, web development, cybersecurity, and software engineering. Graduates can pursue diverse career opportunities, including roles as software developers, system analysts, IT consultants, and network administrators, positioning themselves at the forefront of technological advancement and innovation.

Elective Highlights

- + Build a strong foundation in operating systems, database management systems, and computer networks
- + Specialized knowledge in emerging domains like AI, Machine Learning, Cybersecurity, etc.
- + Learn the most relevant programming languages like C, C++, Java, Python, etc.
- + Propose solutions by analyzing real-world situations as a part of project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 22,500	₹ 45,000	₹ 1,35,000	\$400	\$800	\$2,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Bachelor of Computer Applications (BCA)

with an Elective in Data Science & Analytics



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

With the increasing reliance on data-driven decision-making, the demand for skilled professionals in data science and analytics is surging. This three-year Online BCA in Data Science & Analytics equips learners with essential skills in data mining, machine learning, statistical analysis, and data visualization.

Learners learn to leverage advanced tools and techniques to extract meaningful insights from complex datasets, which can drive strategic business decisions. The benefits of this degree include a strong foundation in analytical thinking, problem-solving, and technical proficiency. Graduates are well-prepared for lucrative career opportunities as data analysts, data scientists, business intelligence analysts, and data engineers, playing a pivotal role in shaping the future of data-driven industries

Elective Highlights

- + Build a strong foundation in data warehousing, modeling, mining, analytics, visualization, and reporting
- + Learn how to leverage data analytics to support decision-making processes within organizations
- + Learn the most relevant programming languages like R, Python, Java, etc.
- + Propose solutions by analyzing real-world situations as a part of project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 27,500	₹ 55,000	₹ 1,65,000	\$500	\$1000	\$3,000	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Bachelor of Computer Applications (BCA) with an Elective in Cloud Computing



3 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Online Bachelor of Computer Applications (BCA) in Cloud Computing is a cutting-edge program tailored to prepare students for leadership roles in the fast-paced and ever-evolving field of technology. This program bridges foundational computer science principles with specialized training in cloud computing, equipping students with the skills and expertise needed to thrive in today's digital economy.

With a curriculum designed by industry experts, this program emphasizes practical applications of cloud technologies, fostering innovation and critical thinking. Students will gain hands-on experience with leading cloud platforms and tools such as AWS, Microsoft Azure, and Google Cloud, ensuring they are ready to meet the demands of modern businesses.

Elective Highlights

- + Exposure to topics like cloud architecture, virtualization, cloud security, and more
- + Hands-on experience with popular cloud computing platforms such as AWS, Azure, and Google Cloud
- + Learn to deploy, manage, and troubleshoot cloud-based applications and services
- + Propose solutions by analyzing real-world situations as a part of project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 27,500	₹ 55,000	₹ 1,65,000	\$500	\$1000	\$3,000	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Bachelor of Computer
Applications (BCA)**
with an Elective in Artificial Intelligence



3 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This three-year Online BCA in Artificial Intelligence (AI) is crafted to meet the contemporary demands of industries seeking professionals in the field of AI. The program offers specialized coursework in artificial intelligence coupled with a solid grounding in essential business principles. Learners acquire industry-specific skills and a comprehensive understanding of critical components such as machine learning, deep learning, natural language processing, data analytics, and neural networks. The curriculum covers many topics, including the History of AI, algorithms and data structures, pattern recognition, predictive modeling, robotics, computer vision, speech recognition, reinforcement learning, and ethical considerations in AI. This program enhances learners' business acumen while equipping them with expertise in AI, preparing them for a multitude of career opportunities across various industries.

Elective Highlights

- + Well-rounded curriculum covering essential and advanced AI disciplines
- + Learn programming languages essential for AI development such as Python, R, and Java
- + Dive deep into cutting-edge AI technologies like deep learning, reinforcement learning, and generative adversarial networks
- + Propose solutions by analyzing real-world situations as a part of project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 27,500	₹ 55,000	₹ 1,65,000	\$500	\$1000	\$3,000	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Bachelor of
Business Administration (BBA)**
with an Elective in Marketing



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

For any business to make a profit, marketing is the essential channel to reach that end goal. Marketing provides and communicates value to customers, clients, suppliers and other stakeholders. It is a critical function for the commercial and reputational success of an organization. Any company big or small, product or service-oriented the marketing team plays a vital role.

Marketing is one of the most popular career choices with opportunities that are vast and varied. It is an exciting, challenging, and rewarding discipline set against a dynamic backdrop. BBA with an elective in marketing is a highly specialized degree that's great for anyone who wants to start their career in this fast-paced discipline. The BBA marketing online degree program will cover the core marketing theory that is applicable in a real practical industry business setting.

The students will learn about marketing tools needed by an organization to compete in a dynamic marketplace like planning, directing, implementing, and monitoring an organization's marketing efforts transforming them into efficient leaders.

Elective Highlights

- + Focus on a range of marketing and business management theories and practices
- + Learning, about advanced topics like Integrated MarComm, Social Media Marketing, Marketing Analytics, etc.
- + Achieve proficiency with a blend of marketing and management courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + A host of skill enhancement and ability enhancement courses in addition to core courses
- + Analyze problems and propose actions in real-world situations as part of the project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
-	₹ 25,000	₹ 75,000	-	-	-	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Bachelor of Business Administration (BBA)

with an Elective in Human Resource Management



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

With the advancement in the global business market, the task of managing employees has been made more challenging by rapid changes in the business environment. People are the most important asset of any thriving organization, the effective management of human resources (HR) is naturally central to any sound business strategy.

An HR manager is tasked with providing clear direction and guidance for those working in an organization and providing a positive and encouraging working environment. The combination of theory and practice ensures that this program gives you the skills and knowledge required to pursue a successful career in HRM. Some of the basic skills gained from an online BBA degree in Human Resource Management include – understanding business operations, developing HR skills, understanding regulations, teamwork, communication skills and the ability to compile and interpret data. This specialization will enable you to take the first step on the HR career ladder. The basket of courses will open doors not just in the HR field but also to various career paths and job positions in allied areas.

Elective Highlights

- + Focus on a range of HR and business management theories and practices
- + Thorough understanding of advanced topics like Talent Acquisition, Employee Reward Management, HR Analytics, etc.
- + Achieve proficiency with a blend of HR and management courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + A host of skill enhancement and ability enhancement courses in addition to core courses
- + Analyze problems and propose actions in real-world situations as part of the Project Work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 25,000	₹ 50,000	₹ 1,50,000	\$450	\$900	\$2,700	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Bachelor of
Business Administration (BBA)**
with an Elective in Finance



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Managing finances is core to all successful businesses and the demand for financially literate graduates has never been higher. The BBA in Finance Online Degree Program will support you in acquiring financial skills that will make you understand the monetary decisions of an organization.

Along with acquiring knowledge and skills in finance, you will learn core business skills, required to kick start your career. A strong financial acumen coupled with business and management awareness will make you stand out from the rest. A basket of courses providing essential knowledge about corporate finance and financial markets ensures a marked increase in employability prospects in a variety of roles in the financial domain including Banking and Financial Services. The project work component will allow you to put the theory you have learned during the program into practice.

Elective Highlights

- + Strong curriculum leveraging globally accepted finance certifications
- + Learning to understand advanced topics like Security Analysis, Financial Modeling and Analytics, etc.
- + Obtain strong methodological training with a blend of finance and management courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + A host of skill enhancement and ability enhancement courses in addition to core courses
- + Analyze problems and propose actions in real-world situations as part of the project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
-	₹25,000	₹75,000	-	-	-	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Bachelor of Commerce
with an Elective in
International Finance and
Accounting (Accredited by ACCA, UK)



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Association of Chartered Certified Accountants (ACCA) qualification opens the door to a successful career in accounting and finance across industries and countries.

To date, ACCA is a 116-year-old diverse body of more than 219,000 members and 527,000 students in 179 countries. ACCA offers an exciting and highly rewarding accounting and finance career along with equipping you with technical skills. The program curriculum will drive you to think strategically with professional and ethical values to enable you to take your organization forward. The ACCA qualification is recognized and extremely respected especially in the fields of investment banking, management, and consulting. It provides an opportunity to work in several technical areas including Audit and Assurance, Corporate Reporting, Financial Management, Tax, Governance and Ethics.

Elective Highlights

- + India's only Online Accredited Program that provides the highest level of exemptions towards ACCA Professional Qualification
- + All P-Level courses including essentials and all the options (P1 to P6) are also incorporated into the curriculum
- + More than 7400 ACCA approved employers worldwide
- + A blend of accounting, finance and management courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + A host of skill enhancement and ability enhancement courses in addition to core courses

Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee		Annual Affiliation Fee	
Domestic			International			Domestic	International	Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total						
₹ 20,000+*	₹ 40,000+*	₹ 1,20,000+*	\$525+*	\$1,050+*	\$3,150+*	₹ 2,500	\$150	₹ 3,000	\$50	₹ 36,000	\$650

*A yearly affiliation fee will be charged for select programs.



FOUNDATION For Your Future



Bachelor of Commerce

with an Elective in
Accounting and Finance



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The B.Com with elective in Accounting and Finance is one of the preferred UGC Entitled online degree programs in India. Accounting and finance plays a crucial role in centralizing business operations. Developing a thorough knowledge of finance and accounting is necessary to handle the intricacies of any business effectively.

The verticals of accountancy consolidate the techniques to prepare and manage financial hitherto. Financial verticals utilize every available detail to capitalize as per the ballpark. While finance verticals further identify the potential for profit and growth of an organization and accountancy encapsulates every relevant technique to strategize the company's finances.

The unison of these two streams will open a gateway of dynamic career opportunities apart from building one's core skills. The pursuer is at the forefront of various electives; Finance, Accounting, Management, and Economics are the four mainstream parts of the program's curriculum. The seeker gains access to the information about the areas that lay the foundations for commercialism and prepares to excel in every stream including auditing, financial reporting, investment banking, financial analysis, financial advisory and consulting. The online degree programs in India are becoming increasingly popular with the revolutions in the virtual world.

Elective Highlights

- + Strong foundation in the principles and practices of Accounting and Finance
- + Thorough understanding of advanced courses like Forensic Accounting, FinTech, IFRS, etc.
- + Courses mirror national and global professional certifications and qualifications in Accounting and Finance
- + A blend of accounting, finance and management courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + A host of skill enhancement and ability enhancement courses in addition to core courses

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 20,000	₹ 40,000	₹ 1,20,000	\$325	\$650	\$1,950	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Commerce (M.Com) with an Elective in International Finance



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The M.Com International Finance degree is integrated with the ACCA (Association of Chartered Certified Accountants) qualification and it is also accredited by ACCA by granting the highest number of exemptions (Knowledge & Skill Modules – 9 in Total) where the students write a few ACCA external examinations (4 examinations) to qualify. The Association of Chartered Certified Accountants (ACCA) qualification paves the way for a successful career in accounting and finance across various industries and countries.

ACCA is a 116-year-old diverse body of more than 219,000 members and 527,000 students in 179 countries. ACCA offers an exciting and highly rewarding accounting and finance career. Along with equipping you with technical skills, the program curriculum will drive you to think strategically with professional and ethical values to enable you to take your organization forward. The ACCA qualification is highly recognized and respected in the fields of investment banking, management, and consulting. It provides an opportunity to work in several technical areas like Audit and Assurance, Corporate Reporting, Financial Management, Tax, Governance, and Ethics.

Elective Highlights

- + Integrated with the ACCA Qualification and accredited by ACCA by granting the highest number of exemptions
- + All P-Level courses including Essentials and all the Options (P1 to P6) are also incorporated into the curriculum
- + More than 7400 ACCA Approved Employers worldwide
- + A blend of accounting and finance courses
- + Industry designed curriculum that delivers technical excellence and supplements professional skills
- + Analyze problems and propose actions in real-world situations as part of the master thesis
- + India's Only Online Accredited Program that provides the highest level of exemptions towards ACCA Professional Qualification

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Duration

2 Years (4 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee		Annual Affiliation Fee	
Domestic			International			Domestic	International	Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total						
₹30,000+*	₹60,000+*	₹ 1,20,000+*	\$525+*	\$1,050+*	\$2,100+*	₹ 2,500	\$150	₹ 3,000	\$50	₹ 30,500	\$525

*A yearly affiliation fee will be charged for select programs.



FOUNDATION For Your Future



Master of Commerce (M.Com)
with an Elective in
Accounting and Finance



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Accounting and Finance form the core of a business. Insights into these two interconnected disciplines and their depths are a mandate to understand the modern business verticals.

UGC Entitled online programs are a boon to every dynamic aspirant of the 21st century. Accounting incorporates the preparation and management of financial reports and records. Finance utilizes the bits of information to foresee and analyze the profit opportunities. It derives overall strategies for organizational growth. The program is establishing itself as one of the sought-after postgraduate programs in India. It shapes the learners for a fruitful future in accounting and finance.

M.Com with an elective in Finance and Accounting instills in its learners a deep sense of how comprehensiveness in business facilitates better financial results. It furthers the knowledge by imparting the viable skillset needed for a prosperous career. The elective prepares the learners for entry-level and middle-level roles. The learner is welcome to various occupations with economic importance such as financial advisory, consulting, financial management, teaching and roles such as a financial analyst. The program is also suitable for advanced academic study.

Elective Highlights

- + Build a solid foundation in the principles and practices of Accounting and Finance
- + Develop a thorough knowledge of every advanced course including Financial Modelling, FinTech and Derivatives
- + Be a part of the programs reflecting global professional certifications, and qualifications in Accounting and Finance
- + Upskill yourself with a blend of accounting and finance programs
- + It's the industry-specific curriculum bestowing upon technical excellence and professional skills
- + Learn to verify the problems and derive actions in the real-time environment as part of the research project

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

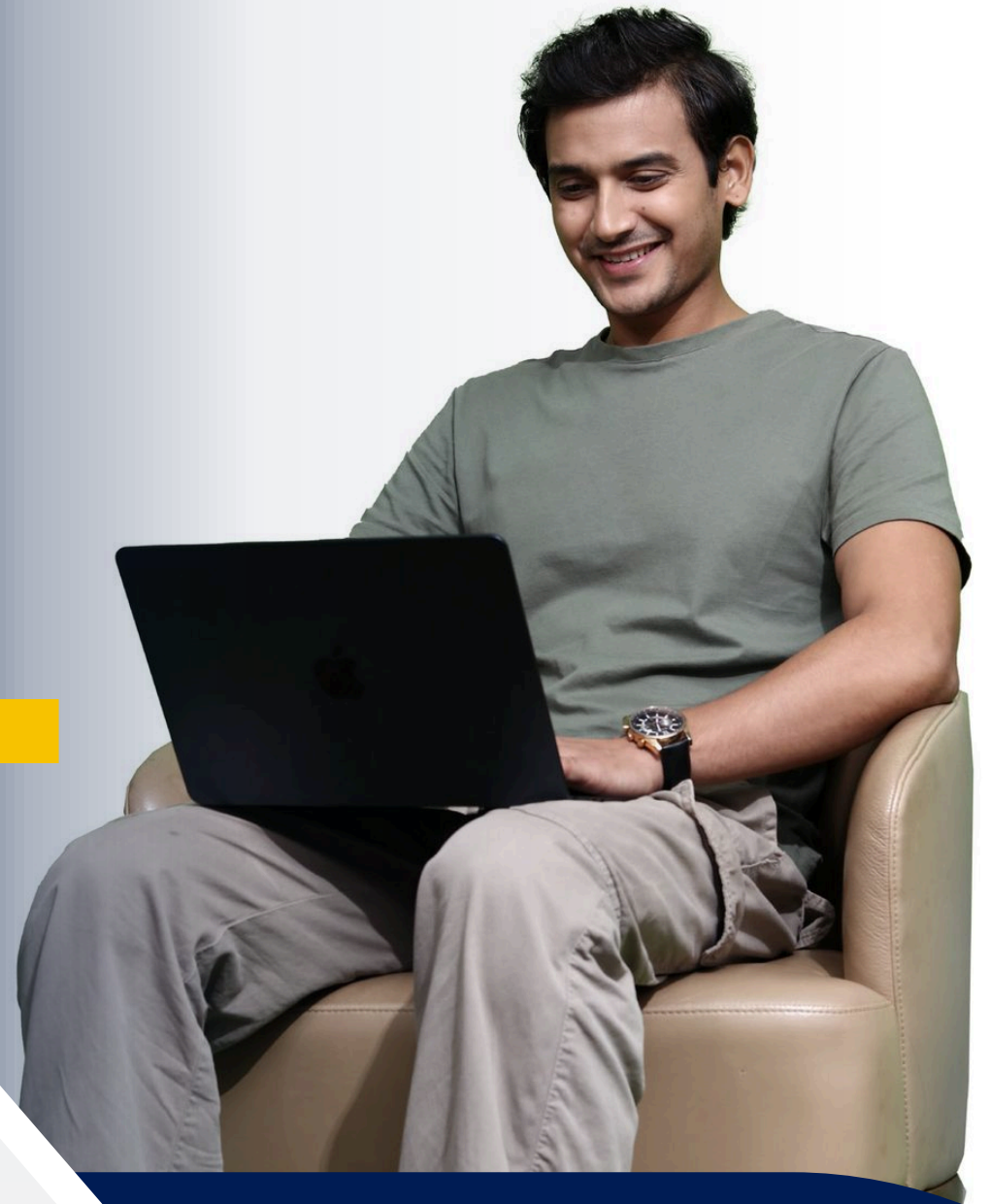
Duration

2 Years (4 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹27,500	₹ 55,000	₹ 1,10,000	\$500	\$1000	\$2,000	₹ 2,500	\$150	₹ 3,000	\$50

FOUNDATION For Your Future



Master of Computer Application (MCA) with an Elective in NLP & LLM Development



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The NLP & LLM Development elective equips students with the skills to build AI-driven language applications. Covering Natural Language Processing (NLP), Large Language Models (LLMs), and deep learning, this course enables students to design, train, and fine-tune advanced text-processing models.

With hands-on experience in sentiment analysis, text analytics, and transformer models, students will be prepared to develop intelligent solutions for industries like healthcare, finance, and customer service.

Elective Highlights

- + Gain expertise in NLP techniques, text preprocessing, and sentiment analysis.
- + Master transformer models, fine-tuning, and large-scale language model training.
- + Work with AI-driven applications like chatbots, speech recognition, and text analytics.
- + Learn to optimize and deploy NLP models for real-world business solutions.
- + Explore advanced NLP topics such as named entity recognition (NER), topic modeling, and machine translation.
- + Develop hands-on experience with popular NLP frameworks like Hugging Face, SpaCy, and NLTK.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC Recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

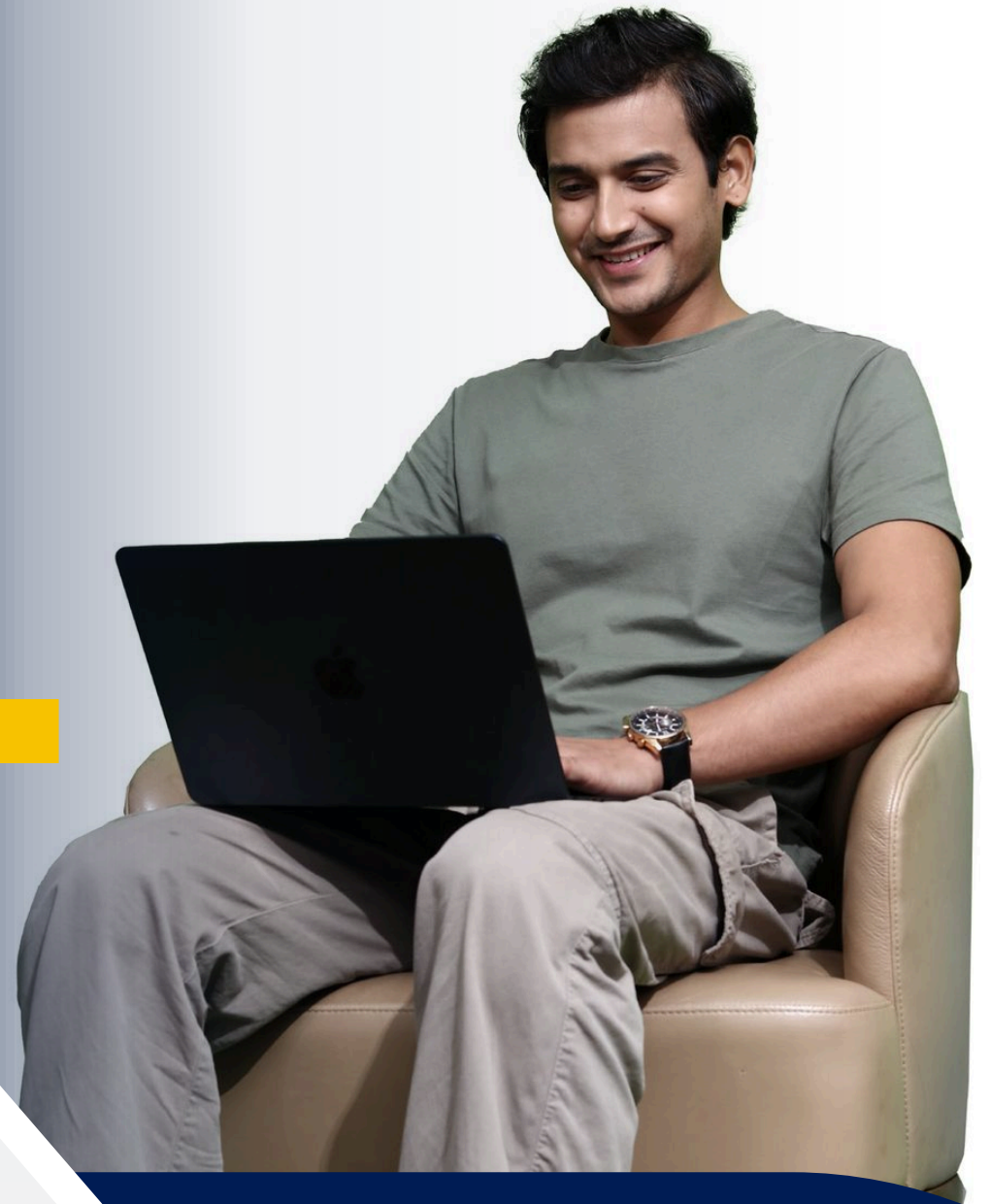
+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 40,000	₹ 80,000	₹ 1,60,000	\$700	\$1,400	\$2,800	₹ 2,500	\$150	₹ 3,000	\$50

FOUNDATION For Your Future



**Master of
Computer Application (MCA)
with an Elective in DevOps**



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The DevOps elective emphasizes the integration of development and operations to streamline software delivery and deployment. It covers automation, continuous integration/continuous deployment (CI/CD), containerization, and cloud technologies.

This elective equips students for fast-paced IT environments by enhancing collaboration, efficiency, and scalability in software development.

Elective Highlights

- + Hands-on experience with leading DevOps tools like Docker, Kubernetes, Jenkins, and Terraform.
- + Learn to automate workflows and streamline software deployment with CI/CD pipelines.
- + Gain expertise in cloud platforms such as AWS, Azure, and Google Cloud.
- + Develop collaboration skills to bridge the gap between development and operations teams.
- + Master infrastructure as code (IaC) to efficiently manage and provision cloud resources.
- + Enhance system security and monitoring through logging, alerting, and incident management best practices.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC Recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 40,000	₹ 80,000	₹ 1,60,000	\$700	\$1,400	\$2,800	₹ 2,500	\$150	₹ 3,000	\$50

FOUNDATION For Your Future



Master of Computer Application (MCA) with an Elective in Data Analytics



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Institute of Analytics (IoA) is the professional body for Analytics and Data Science professionals in UK and International.

The program meets the highest academic and quality standards and will provide an exemption from membership requirements and have access to the IoA resources and information services, professional development activities as well as careers advice and progression opportunities. The careers portal of IoA provides a wealth of free advice. The program is designed to meet a growing need for graduates with a sound education in business and the specialist skills to help organizations understand their customers, forecast future demand and use big data to make effective decisions. You will learn to use industry-standard analytics software and develop the mathematical skills required to gain insights from a range of data sources, including the internet and social media data. Input from the industry ensures the course content meets contemporary business needs.

Elective Highlights

- + Addresses the need to propel information-gathering and data organization
- + Understanding of how to exploit potential information and knowledge hidden in routinely collected data to improve decision-making
- + IoA currently has 4,500+ members worldwide
- + IoA works with Government, Academia and the Corporate Business Sectors to promote cooperation, research and employment growth in the Analytics & Data Science Sectors
- + Gain a greater understanding of the impact that technological advances have on nature and practices adopted within the business intelligence and analytics practices, and know-how to adapt to these changes
- + Opportunity to design, develop and execute project to demonstrate learning

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC Recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 40,000	₹ 80,000	₹ 1,60,000	\$700	\$1,400	\$2,800	₹ 2,500	\$150	₹ 3,000	\$50

FOUNDATION For Your Future



**Master of
Computer Application (MCA)**
with an Elective Cyber Security



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This two-year Online MCA in Cyber Security is designed in collaboration with TCS (Tata Consultancy Services) for individuals who are interested in using data to drive business decisions and solve complex problems. An Online MCA with Cyber Security Program builds a foundation with a comprehensive IT curriculum catering to the security needs of IT systems. The program combines principles and practices of cyber security, cloud computing. It takes a deep dive into various security techniques, allowing you to develop end-to-end, data-secured, IT systems. An Online MCA in Cyber Security is intended to develop a sound computing foundation and an analytical mind to accelerate your career in various industries such as finance, banking, telecom, governmental organizations, defense organizations, aerospace industries, oil and gas industry, indian railways, airports, universities, ministries, transportation, supply chain logistics, network security surveillance, compliance and investigative agencies, IT industry, etc.

Elective Highlights

- + Exposure to various professional industry ready courses
- + Mastery of modern technologies like Cloud computing & security, Cryptography, Cyber security, Vulnerability analysis and penetration testing
- + Learn to integrate latest technologies into computer systems
- + Hands-on practical and lab exercises to supplement theoretical concepts

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC Recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor's Program are also eligible to apply for the **Online MCA in Cyber Security** Program.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹40,000	₹80,000	₹1,60,000	\$700	\$1,400	\$2,800	₹ 2,500	\$150	₹ 3,000	\$50

FOUNDATION For Your Future



Master of Computer Application (MCA) with an Elective in Computer Science and IT



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The elective is intended to satisfy the developing need for qualified experts in the field of Computer Science and Information Technology.

This Online MCA Degree Program is inclined toward application development and has more accentuation on the most popular and recent programming languages and apparatuses to design and development of better software applications.

The program's curriculum is intended to increase a learner's technical skills and abilities thus providing a way to accelerate one's career for corporate roles in the software domain. Overall the program is designed to cover the essentials of analytics, programming tools, methodologies, and technologies to solve real-world problems.

The first year is aimed at skills development in Computer Science and Information Technology using various methodologies and technologies, and the second year is focused on courses providing conceptual and technical frameworks along with practical application through project work.

Elective Highlights

- + Strong foundation in the core topics of Computer Science & IT
- + Comprehensive understanding with exposure to Programming, Database Management Systems, Software Engineering, Web Technologies, etc.
- + Hands-on practical and lab exercises to supplement theory
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve mastery in key IT competencies
- + Opportunity to design, develop and execute the project to demonstrate learning

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC Recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 40,000	₹ 80,000	₹ 1,60,000	\$700	\$1,400	\$2,800	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Supply Chain,
Production and Operations Management



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This MBA elective equips students with the skills to manage and optimize end-to-end supply chain and production operations in both domestic and global markets. Blending core operational principles like logistics, inventory management, and lean manufacturing with strategic capabilities in sustainability and digital transformation, this program prepares students to drive efficiency, resilience, and value creation in an increasingly complex business environment.

Elective Highlights

- + Master logistics, procurement, and inventory management using lean methodologies.
- + Leverage digital tools for supply chain visibility and process optimization.
- + Navigate export-import documentation and global trade compliance.
- + Implement sustainable and quality-driven production practices.
- + Utilize predictive analytics and AI to enhance demand forecasting and risk management.
- + Develop strategic supplier relationships to drive cost efficiency and resilience.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Retail Management
and Quick Commerce



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Retail Management and Quick Commerce elective equips MBA students with the expertise to navigate the fast-changing retail industry, including Q-commerce. Covering both traditional and digital retailing, this course delves into customer behavior, last-mile logistics, inventory agility, real-time analytics, and retail marketing. Learners will gain insights into omnichannel strategies and supply chain innovations, preparing them to lead in dynamic, customer-driven markets.

Elective Highlights

- + Master omnichannel retail models, e-commerce, and quick commerce strategies.
- + Optimize inventory and last-mile logistics for real-time service delivery.
- + Leverage digital and retail analytics for customer engagement and operations.
- + Gain hands-on experience with emerging retail technologies and trends.
- + Develop data-driven pricing and merchandising strategies for competitive advantage.
- + Learn to integrate AI and automation for personalized shopping experiences and demand forecasting.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Marketing and
Business Analytics



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Marketing and Business Analytics elective empowers MBA students with a blend of marketing expertise and data-driven decision-making skills. This course integrates key marketing disciplines—consumer behavior, brand management, digital marketing, and retail strategy—with advanced analytics tools like Python, SPSS, Tableau, Power BI, Excel, and Google Sheets.

Learners will develop the ability to analyze consumer data, design targeted marketing campaigns, and evaluate performance metrics. With a strong focus on real-world applications, this elective prepares students to navigate the evolving digital marketing landscape with precision and strategic insight.

Elective Highlights

- + Master consumer behavior analysis and data-driven marketing strategies.
- + Gain hands-on experience with Python, SPSS, Tableau, and Power BI.
- + Learn to craft targeted digital campaigns and optimize marketing performance.
- + Work on live projects, case studies, and industry-driven assignments.
- + Develop expertise in AI-powered marketing, predictive analytics, and automation tools.
- + Enhance decision-making with advanced market research and competitive analysis.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in HRM and
Business Analytics



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The HRM and Business Analytics elective integrates human resource management with data-driven decision-making. Covering key HR functions like talent acquisition, performance management, and organizational development, this course equips students with expertise in analytics tools such as SPSS, Python, Excel, Google Sheets, Tableau, and Power BI.

By leveraging workforce data, students will enhance employee experiences, optimize HR strategies, and drive business growth through strategic HR initiatives.

Elective Highlights

- + Apply HR analytics tools like SPSS, Python, and Power BI for workforce insights.
- + Design KPI-based performance management systems using data-driven strategies.
- + Utilize analytics for talent acquisition, employee engagement, and retention.
- + Develop HR solutions aligned with business goals through real-world case studies.
- + Leverage AI and predictive analytics to enhance workforce planning and decision-making.
- + Gain expertise in sentiment analysis and employee feedback modeling for organizational improvement.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Finance and
Business Analytics



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Finance and Business Analytics elective equips MBA students with a strategic combination of financial expertise and data-driven decision-making skills. Covering key areas such as investment analysis, fintech, risk management, and behavioral finance, this course integrates modern analytics tools like R, SPSS, Tableau, Power BI, Excel, and Google Sheets.

Students will learn to analyze financial data, optimize portfolios, and interpret market trends using advanced analytical techniques. With a strong focus on real-world applications, this elective prepares students for high-impact roles in financial markets, corporate finance, and financial technology.

Elective Highlights

- + Master investment analysis, risk management, and fintech strategies.
- + Gain hands-on experience with R, SPSS, Tableau, and Power BI.
- + Learn to build financial models and optimize portfolios using data analytics.
- + Develop interactive dashboards and data visualizations for financial insights.
- + Explore blockchain technology, cryptocurrency markets, and decentralized finance (DeFi).
- + Apply machine learning techniques for algorithmic trading and financial forecasting.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Entrepreneurship and
Venture Creation



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This MBA elective equips students with the mindset, strategies, and tools needed to build, scale, and sustain successful ventures. Covering the entire entrepreneurial lifecycle—from ideation to funding and growth—this program blends innovation, business strategy, and financial acumen to help aspiring entrepreneurs and intrapreneurs thrive in competitive markets.

Elective Highlights

- + Cultivate an entrepreneurial mindset and identify high-impact opportunities.
- + Develop robust business models and go-to-market strategies.
- + Master startup financing and investor engagement.
- + Explore corporate entrepreneurship, family businesses, and social enterprises.
- + Gain hands-on experience with scaling strategies and sustainable business growth.
- + Leverage digital tools and AI-driven insights for competitive market positioning.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Project Management



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Project Management is a fascinating subject, especially in India, where continuing economic and social development is happening on a large scale. Project Management is all about developing a structured approach to managing projects.

In Project Management, one gets a holistic and integrated approach to managing projects, exploring both technical and managerial challenges. It not only covers individual project execution but also provides a strategic perspective, demonstrating the means with which to manage projects at both the program and portfolio levels.

Earlier project management was considered exclusively the area of civil and construction management. Today, project management extends far beyond several other sectors including software. Project Management, in the current context, is a complex management challenge requiring not only technical skills but a broad-based set of people skills and financial skills. As part of the program, learners will be exposed to Project Planning Techniques, Investment Strategies, Resource Allocation, Leadership Skills, Team Building and Conflict Resolution. Another important aspect is the management of stakeholders. The elective will benefit those taking up a career in a corporate organization in any industry sector as well as those starting their own ventures.

Elective Highlights

- + Strong foundation in the principles and practices of project management
- + Gain proficiency in project implementation and coordinating techniques
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Able to build a project team with complementary skills
- + Achieve business mastery by minimizing cost and time overruns
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50

MBAOnline.AI

JGI JAIN ONLINE
DEEMED-TO-BE UNIVERSITY

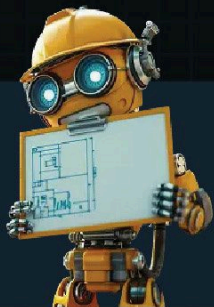


Online MBA in AI-Driven Human Resources

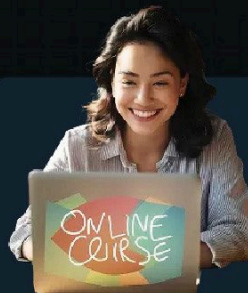
- Graduate with 2 years of experience on AI projects
- No tech background needed

The MBA Degree for the **AI Era**

Not another MBA degree on your resume, but you graduate with
2 years of experience on AI projects



Work with **No-code,**
Agentic AI Tools on
50+ Industry Projects



100% Online with
Weekend Classes. For
Working Professionals



UGC-Entitled Degree
from **Jain University**
(**NAAC A++**)



Specialise in
AI-driven
Human Resources

Program Structure

SEMESTER I **Foundation in Business + AI**

- AI for Business Problem Solving (No-Code Labs)
- Managerial Economics in the Age of AI
- Financial & Management Accounting with AI Tools
- Marketing Principles with Generative AI
- Organizational Behavior & People Analytics

SEMESTER II **AI Across Business Functions**

- Agentic AI to Build Business Agents
- Data Analytics & Visualization
- Operations & Supply Chain with AI Automation
- Strategic Management in the AI Era
- Ethics, Governance & Responsible AI

SEMESTER III **Specialization Kickoff**

- AI-Powered Digital Transformation & Innovation
- Design Thinking & Product Development with AI
- AI for Decision Making – Tools & Frameworks
- Specialization Course 1
- Specialization Course 2
- Open Elective
- Domain Integration Project (Mini hands-on build)

SEMESTER IV **Specialization Deep Dive + Capstone**

- Specialization Course 3
- Specialization Course 4
- Specialization Course 5
- Leadership & Change Management in the Age of AI
- Emerging Tech in Business
- Capstone Project

Specialisation Courses

*AI-Driven **Human Resources***

- Workforce Planning & Talent Analytics
- AI for Recruitment & Onboarding Automation
- Performance & Engagement Measurement using AI
- Diversity, Inclusion & Retention Prediction Models
- HR Tech Tools, Chatbots & Policy Bots

The MBA That Builds What Others Only Brand

Over two years, you build and launch a fully operational AI-powered brand lab
Not hypothetically. Not in theory. But for real

Students graduate with:

- A fully trained AI-powered marketing engine you build from scratch
- 50+ strategic AI deployments across customer journeys, campaigns, and martech stacks
- A running brand strategy powered by real-time systems and automation

And along the way:

- You master growth strategy through systems thinking
- Learn through flipped classrooms designed for execution, not explanation
- Access a live campaign bank and get supported through a brand lab incubator



Agentic AI — Build your Dream Team with AI Agents

AI agents run strategy, marketing, sales, finance, operations and more - while you lead

Lex – Ops Agent
Streamlines processes



Zia – Intelligence Agent
Screens candidates fast



Tess – Hiring Agent
Streamlines processes



Ray – Strategy Agent
Recommends business moves



Marv – Marketing Agent
Drives growth campaigns



Penny – Sales Automation Agent
Drives growth campaigns



Nova – CX Agent
Handles support, feedback



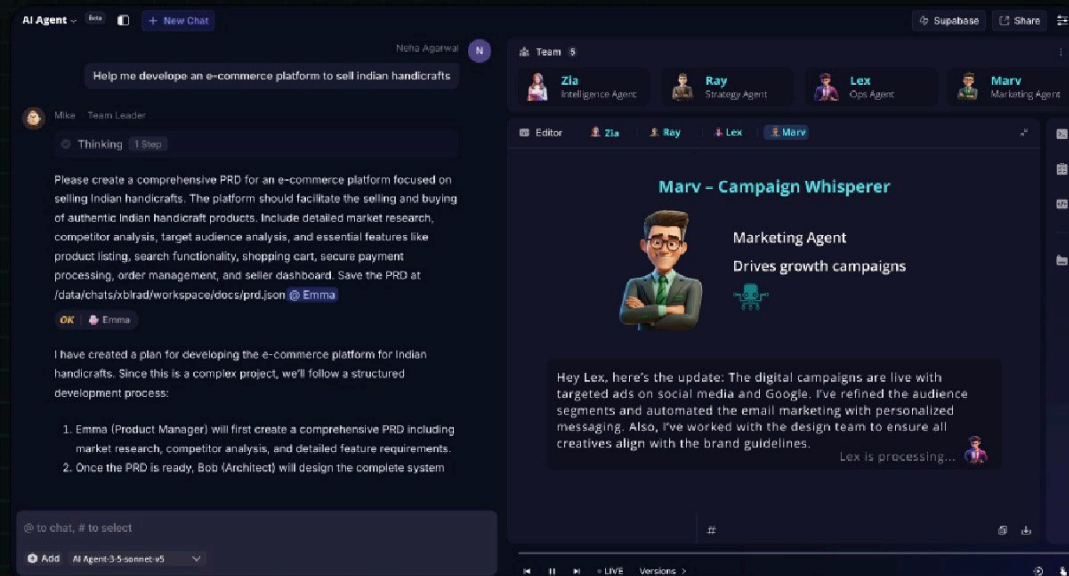
Finn – Finance Agent
Forecasts revenue trends



Build Intelligent Workflows with MCPs (Multi-Agent Collaborative Processes)

Most professionals use AI in silos – one tool, one task. Real power lies in agents working together

- Share data and insights
- Trigger workflows
- React to real-time inputs
- Make collective decisions



Not a Techie? Don't worry, this MBA is for you!

Built for professionals from strategy, marketing, finance, human resources, operations,
consulting, entrepreneurship



No engineering
background?
No problem.

You'll learn to:

- Use no-code tools to automate and innovate
- Build intelligent workflows and AI dashboards
- Launch AI Agents that work for your business
- Apply AI without getting lost in syntax or algorithms



You'll graduate as an
AI-enabled leader,
not a coder.

Build a Portfolio of 50+ Industry-Curated AI Projects

This isn't a theory-heavy MBA. It's 2 years of hands-on AI application. Build a portfolio of AI-powered business projects - ready to showcase to employers or investors

Program Fee

National

Per Semester Fee

₹62,500

Total Fee (2 Years)

₹2,50,000

*Registration Fee (one-time) - ₹2,500
Exam Fee (Annual) - ₹3,000

EMI AVAILABLE

Starting at

₹12,500*
per month

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MBAOnline.AI ✨



JAIN
DEEMED-TO-BE UNIVERSITY

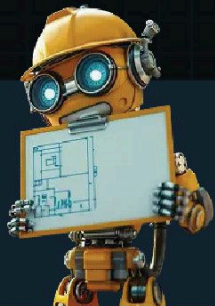
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Online MBA in AI-drive Finance 🌟

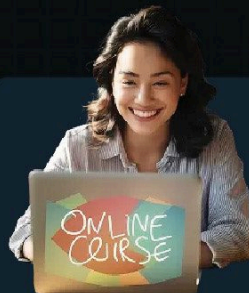
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AI-driven **Finance**

Program Structure

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- Specialization Course 3
- Specialization Course 4
- Specialization Course 5
- Leadership & Change Management in the Age of AI
- Emerging Tech in Business
- Capstone Project

Specialisation Courses

AI-Driven Finance

- AI in Corporate Finance & Valuation
- Predictive Analytics for Financial Forecasting
- AI-Driven Risk Management & Fraud Detection
- Autonomous Reporting & Dashboards (Power BI, ChatGPT)
- Fintech Innovations: Blockchain, RPA, and Beyond

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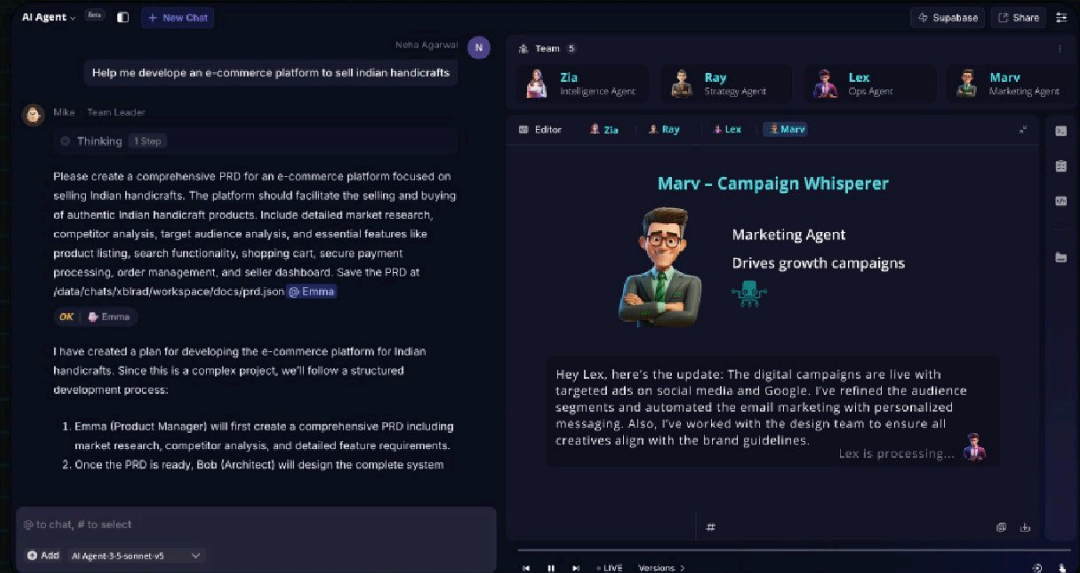
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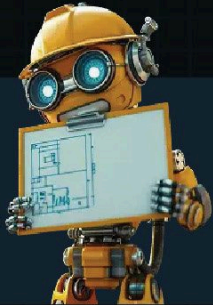
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- Financial & Management Accounting with AI Tools
- Marketing Principles with Generative AI
- Organizational Behavior & People Analytics

SEMESTER II **AI Across Business Functions**

- Agentic AI to Build Business Agents
- Data Analytics & Visualization
- Operations & Supply Chain with AI Automation
- Strategic Management in the AI Era
- Ethics, Governance & Responsible AI

SEMESTER III **Specialization Kickoff**

- AI-Powered Digital Transformation & Innovation
- Design Thinking & Product Development with AI
- AI for Decision Making – Tools & Frameworks
- Specialization Course 1
- Specialization Course 2
- Open Elective
- Domain Integration Project (Mini hands-on build)

SEMESTER IV **Specialization Deep Dive + Capstone**

- Specialization Course 3
- Specialization Course 4
- Specialization Course 5
- Leadership & Change Management in the Age of AI
- Emerging Tech in Business
- Capstone Project

Specialisation Courses

*AI-Driven **Business Strategy***

- Strategic Foresight & Scenario Planning with AI
- AI for Market Intelligence & Competitive Positioning
- Innovation & Growth Strategy in AI-First Organizations
- Agile Business Models using Agentic AI
- AI for Corporate Decision-Making & Leadership

The MBA That Builds What Others Only Brand

Over two years, you build and launch a fully operational AI-powered brand lab
Not hypothetically. Not in theory. But for real

Students graduate with:

- A fully trained AI-powered marketing engine you build from scratch
- 50+ strategic AI deployments across customer journeys, campaigns, and martech stacks
- A running brand strategy powered by real-time systems and automation

And along the way:

- You master growth strategy through systems thinking
- Learn through flipped classrooms designed for execution, not explanation
- Access a live campaign bank and get supported through a brand lab incubator



Agentic AI — Build your Dream Team with AI Agents

AI agents run strategy, marketing, sales, finance, operations and more - while you lead

Lex – Ops Agent
Streamlines processes



Zia – Intelligence Agent
Screens candidates fast



Tess – Hiring Agent
Streamlines processes



Ray – Strategy Agent
Recommends business moves



Marv – Marketing Agent
Drives growth campaigns



Penny – Sales Automation Agent
Drives growth campaigns



Nova – CX Agent
Handles support, feedback



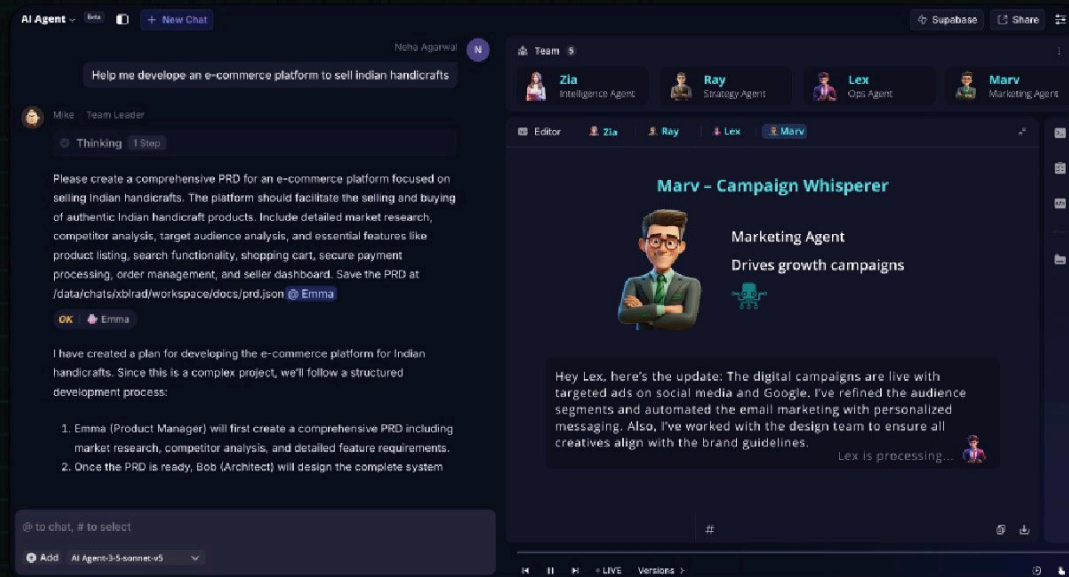
Finn – Finance Agent
Forecasts revenue trends



Build Intelligent Workflows with MCPs (Multi-Agent Collaborative Processes)

Most professionals use AI in silos - one tool, one task. Real power lies in agents working together

- Share data and insights
- Trigger workflows
- React to real-time inputs
- Make collective decisions



Not a Techie? Don't worry, this MBA is for you!

Built for professionals from strategy, marketing, finance, human resources, operations,
consulting, entrepreneurship



*No engineering
background?
No problem.*

You'll learn to:

- Use no-code tools to automate and innovate
- Build intelligent workflows and AI dashboards
- Launch AI Agents that work for your business
- Apply AI without getting lost in syntax or algorithms



*You'll graduate as an
AI-enabled leader,
not a coder.*

Build a Portfolio of 50+ Industry-Curated AI Projects

This isn't a theory-heavy MBA. It's 2 years of hands-on AI application. Build a portfolio of AI-powered business projects - ready to showcase to employers or investors

Program Fee

National

Per Semester Fee

₹62,500

Total Fee (2 Years)

₹2,50,000

*Registration Fee (one-time) - ₹2,500
Exam Fee (Annual) - ₹3,000

EMI AVAILABLE

Starting at

₹12,500*
per month

»»»»»



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Marketing



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The current millennium has unfolded new business rules, the most significant of them being that past history or experience in a given product market is no indicator of future success. Market leadership cannot be taken for granted because customer loyalty does not exist anymore. In an era of global trends defining buying decisions, the customer today has a much wider choice; a buyer does not have to adhere only to the locally available brands/services. Given the plethora of television channels, apart from internet marketing and teleshopping, this millennium's customer wants and enjoys being wooed by marketers. Over a period, wooing and cajoling the customer will only intensify.

In the traditional selling concept, the main strategy of the company is to find customers for the product manufactured by them and "somehow" convince the customer into buying their product. The approach is through aggressive sales & sales promotion tools with a lot of emphasis on closing the sale even if it means cutting down on prices.

As a contrast to this, the Marketing concept emphasizes the importance of consumer needs & behaviour. The approach is to first understand the consumer needs & then approach him with an objective of satisfying him as the most important pursuit. The emphasis is on maximizing profits through consumer satisfaction rather than through just sales maximization. The aim of marketing is to understand the consumer and his needs so well that the product or service so developed should sell by itself. All that is required is to make customer satisfaction as an integral part of the company strategy.

In this situation, the knowledge of marketing concepts has become unbelievably valuable to the organisations to fight it out in a churning marketplace. This has resulted in a huge demand for online MBA marketing programs and the career growth of marketing professionals has been exponential in most organisations. Most CEOs and senior management executives in organisations in highly competitive markets are invariably from marketing backgrounds.

Elective Highlights

- + Strong foundation in the principles and practices of marketing
- + Thorough understanding with advanced courses like Integrated MarComm, Digital Marketing, Marketing Analytics etc.
- + Enhanced understanding of digital and social media strategies for intelligent marketing
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of marketing and management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Marketing and
Human Resource Management



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Traditionally both Marketing and HR have been looked upon as separate entities with the former focused on external environment and the latter in an internal setting. In today's digital world, it's the union of Marketing and HR that is fueling a company's growth.

Both Marketing and HR represent a vital component to businesses everywhere. The common element in HR and Marketing stream is people. For any industry, the Marketing and HR streams work in sync and share few common objectives that are targeted toward different audiences. Marketing is responsible for the branding of the company, discovering a company's message and communicating the same to its consumers. On the other hand, HR is accountable for employment branding; ensuring the organization is perceived properly by internal employees and external candidates. Working together, HR finds the best people to promote and build the brand, while marketing creates and delivers the brand message to employees. At the end, HR and marketing must work cohesively and use empathy to truly connect with and understand employees. This duo combination is the heart to run any organization and it seems promising for the prospective employers and job seeking graduates. This elective will help you develop the skills for a variety of Marketing and HR careers.

Elective Highlights

- + Strong foundation in the principles and practices of Marketing and HR strategies
- + Thorough understanding with advanced courses
- + Firm grip over two important business functions to deliver better results
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a unique blend of Marketing, HR and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in
International Finance (Accredited by ACCA, UK)



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Association of Chartered Certified Accountants (ACCA) qualification opens door to a successful career in accounting and finance across industries and countries. Integrated with the ACCA Qualification and accredited by ACCA by granting the highest number of exemptions. To date, ACCA is a 116-year-old diverse body of more than 219,000 members and 527,000 students in 179 countries. An ACCA qualification leads to an exciting and highly rewarding accounting and finance career. Along with equipping you with technical skills, the program curriculum will drive you to think strategically with professional and ethical values to enable you to take your organization forward. The ACCA qualification is recognized and extremely respected especially in the fields of investment banking, management, and consulting. It provides an opportunity to work in several technical areas including Audit and Assurance, Corporate Reporting, Financial Management, Tax, Governance and Ethics. An MBA combined with a professional ACCA certification will propel you towards a rewarding senior management role with a firm grip over finance.

Elective Highlights

- + India's Only online accredited program that provides the highest level of exemptions towards ACCA professional qualification
- + P-Level courses including essentials and the mandatory two courses of the options (P1 to P6) are also incorporated into the curriculum
- + More than 7400 ACCA approved employers worldwide
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of Accounting, Finance and Management courses

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee		Annual Affiliation Fee	
Domestic			International			Domestic	International	Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total						
₹ 52,000*	₹ 1,04,000*	₹ 2,08,000*	\$850*	\$1,700*	\$3,400*	₹ 2,500	\$150	₹ 3,000	\$50	₹45,000	\$800

*A yearly affiliation fee will be charged for select programs.



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in
Information Technology Management



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Over the years, IT and Digital have emerged as both an essential and a differentiated domains for businesses. It drives all business-critical processes for organizations – not only those directly involved with offering IT products and services but even ones operating in traditional industries (Finance, Retail, Manufacturing, etc.).

The ability to harness key elements of the IT domain has become a critical success factor for business managers today. Online MBA in Information Technology Management (ITM) degree offers participants the unique opportunity to develop strong foundations in both managerial and IT skills required to successfully drive business functions. This multidisciplinary program has been designed keeping in mind the contemporary industry needs of ambitious business professionals to understand and manage the vital interaction between business and technology.

By developing an understanding of technologies and their impact on business, one will be able to identify the linkage between technology and business goals. It helps with the optimization of learning by exposure to a wide range of core & electives subjects. This elective has been the most sought-after option in recent times owing to its potential to open up career options at managerial levels in the IT sector.

Elective Highlights

- + Strong foundation in the principles and practices of IT Management
- + Exposure to contemporary topics like digital transformation, software engineering, ERP, IT project and IS management
- + Hands-on lab exercises in IT skills to supplement the curriculum
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of IT and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in
Human Resource Management



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Human Resource Management is the most happening function and is considered to be all-time favorite of the management domain. HR teams act as the interface between the outside job markets and the internal organization.

This elective provides you with an in-depth understanding and incredible level of insight into the industry. It will help you to play a more active leadership role. HR is considered to be the backbone of any organization which binds and holds on to all the people of various departments of any organization. Dealing with people's skills, capabilities, systems, practices, speed, language, bonding, and behaviors, helps execute the firm's strategies successfully. HR professionals have a great opportunity to play at the interdepartmental level. The HR department is vested with the responsibility to provide the right talent for organizations, which is pivotal for improving the effectiveness and efficiency of organizations.

HR elective helps you to man different roles, including Talent acquisition specialist, Corporate trainers, Learning & Development, Employee Engagement and Development specialist and Leadership development Compensation & Benefits Manager to name a few. If you enjoy working with people and help them reach the echelons of a career, this is the right elective for you!

Elective Highlights

- + Strong foundation in the principles and practices of HRM
- + Thorough understanding of advanced courses like HR Metrics and Analytics, OD and Change Management etc.
- + Spread of courses for HR generalist and HR specialist roles
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of HR and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in
Human Resource Management and Finance



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Rapid digitization, compatibility and access across several platforms and increased application of Artificial Intelligence models have completely transformed businesses and managerial decision-making.

Modern business is too complex and modern managers need to have a broad outlook. Consequently, professionals are required to have a diverse skill-set to be able to contribute across, with and within different business verticals. While on the face it appears that HR and Finance have different goals and principles, they are, in fact, inextricably intertwined. Without people resources, there would be no first-rate employees to keep the company growing and, without finance, there would be no way of knowing if the company has the resources available to hire and train them. Online MBA programs with elective in Finance and HRM seeks to build necessary skills for new-age management grads keen to join companies in FinTech, Banking, Financial Services and Insurance, Capital Markets Regulatory Agencies, Consultancies and EdTech sectors. The program is designed to build core skills in people management and finance along with managerial decision-making. Courses are carefully curated to develop a strong functional foundation in both HR and Finance. This elective is designed to enhance employment prospects in dual areas of human resources

Elective Highlights

- + Strong foundation in the principles and practices of Finance and HR strategies
- + Thorough understanding of advanced courses.
- + Firm grip over two important business functions to deliver better results
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a unique blend of Finance, HR and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in General Management



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

General Management involves taking care of all managerial activities of a business. The online MBA in general management program is very broad-based and covers all functional areas of management – Finance, Marketing, HRM, Operations, IT and more. This coverage ensures all-round understanding of the business.

The aim of this program is to expose a learner to varied management tasks and develop a mindset to drive performance across organization. The multidisciplinary courses equip one with knowledge and skills to build leadership competence.

Elective Highlights

- + Strong foundation in all critical functional areas
- + Thorough understanding of business functions through a basket of courses
- + Develop expertise in the core responsibilities of General Managers
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of courses from all domain
- + Analyze problems and propose actions in real-world situations as part of the Master thesis

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Duration

2 Years (4 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$900	\$1,800	\$3,600	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Finance



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Finance, one of the key functions, is the lifeline of any business. A business house runs on money and managing cash flows becomes crucial and critical. Finance has been defined as the art and science of managing money.

Companies are relying on finance professionals more than ever to help them effectively manage cash, assets, investments, and business risk. Finance does not just involve numbers and ratios, it also involves analyzing these numbers to turn them into actionable insights. Knowing how to use quantitative data to solve business problems and help make businesses make sound decisions is a skill that will propel one's career. In an online MBA finance program, one can learn to solve organizational problems using established theories and techniques. Though a professional qualification in finance will make one expert in technical aspects what is required in reality is an ability to research, communicate, convince, adapt and be open to shifting one's opinions based on present facts and respond to the rapidly changing environment. Only a management course in finance can provide an apt mix of the diverse abilities required to be a successful finance professional. Studying finance opens up a lot of diverse and exciting career opportunities in the corporate sector, banking, financial institutions, FinTech start-ups, brokerage houses and consultancy/advisory firms. Varied career options include investment banker, financial advisor, financial analyst, risk manager, M&A consultant etc. Though working in the finance domain is challenging, it is very financially rewarding.

Elective Highlights

- + Strong foundation in the principles and practices of Finance
- + Thorough understanding of advanced courses like Derivatives, Investment Banking, Financial Analytics, etc.
- + Courses mirror global professional certifications in Finance like CFA, CFP, CIMA
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of Finance and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of Three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Finance and Marketing



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Marketing and Finance combination is one of the most sought electives. This is an integral as well as an indispensable part of the industry. Strictly speaking, these two fields can be viewed as completely different, but there's a lot you can learn from one, and transfer your experience to the other.

Marketing can help you get a job, promotion, and qualify for management and executive positions since it emphasizes developing leadership and communication skills. On the other hand, finance offers excellent earning potential and rewarding career options in a variety of industries. The finance domain has not just witnessed significant growth but has thrived under the economic churn, so it's safe to say that it is a little more secure than other ones. This combination of Marketing and Finance is breaking barriers for those who want to have a blend of desk and field jobs which makes this combination powerful. And together these two will not just enhance the learning but will open the door for various career opportunities, especially in the banking and financial services sector. This dual elective will provide a holistic overview of Marketing and Finance and will be a valuable asset in driving your career. By the end of your online MBA degree in Finance and Marketing, you will be equally competent in both electives.

Elective Highlights

- + Strong foundation in the principles and practices of Marketing and Finance
- + Thorough understanding of advanced courses like MarComm, FinTech, Finance Analytics, etc.
- + Firm grip over two important business functions to deliver better results
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a unique blend of Marketing, BFSI, and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of Three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Business Intelligence
and Analytics



2 Years | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This elective accredited by the Institute of Analytics (IoA), UK in Business Intelligence and Analytics will prepare the students to thrive in a data-oriented business world.

The program meets the highest academic and quality standards and will provide exemption from membership requirements and have access to the IoA resources and information services, professional development activities as well as careers advice and progression opportunities. The careers portal of IoA provides a wealth of free advice. The program is designed to meet a growing need for graduates with a sound education in business and the specialist skills to help organizations understand their customers, forecast future demand and use big data to make effective decisions. You will learn to use industry-standard analytics software and develop the mathematical skills required to gain insights from a range of data sources, including the internet and social media data. Input from the industry ensures the course content meets today's business needs.

The elective will help the students jumpstart their career in a wide array of roles and responsibilities such as Business Intelligence Manager, Business Intelligence Developer, Business Intelligence Analyst, Data Scientist, Data Analyst, etc.

Elective Highlights

- + This elective enables students to develop advanced technical and analytical skills to leverage Business Intelligence and Machine learning in business
- + The students will be exposed to different strategic implications of applying Business Intelligence and Analytical techniques to support the decision-making process in an organization
- + Students will learn and practically implement programming languages and technology applications to develop analysis and solutions to address the needs of an organization and its stakeholders
- + The curriculum is developed meticulously and trains the students exhaustively in the study of BI and Analytics domains such as Database Systems, Machine Learning, Python, R, Web Data Extraction and Analytics, Business Intelligence Reporting and Dashboarding, etc.
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 49,000	₹ 98,000	₹ 1,96,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50

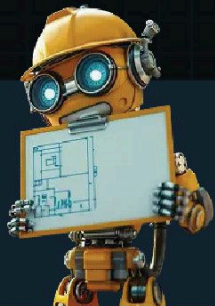


Online MBA in AI-Driven Marketing

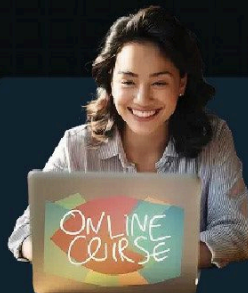
- Graduate with 2 years of experience on AI projects
- No tech background needed

The MBA Degree for the AI Era

Not another MBA degree on your resume, but you graduate with
2 years of experience on AI projects



Work with **No-code,**
Agentic AI Tools on
50+ Industry Projects



100% Online with
Weekend Classes. For
Working Professionals



UGC-Entitled Degree
from **Jain University**
(**NAAC A++**)



Specialise in
AI-driven **Marketing**

Program Structure

SEMESTER I **Foundation in Business + AI**

- AI for Business Problem Solving (No-Code Labs)
- Managerial Economics in the Age of AI
- Financial & Management Accounting with AI Tools
- Marketing Principles with Generative AI
- Organizational Behavior & People Analytics

SEMESTER II **AI Across Business Functions**

- Agentic AI to Build Business Agents
- Data Analytics & Visualization
- Operations & Supply Chain with AI Automation
- Strategic Management in the AI Era
- Ethics, Governance & Responsible AI

SEMESTER III **Specialization Kickoff**

- AI-Powered Digital Transformation & Innovation
- Design Thinking & Product Development with AI
- AI for Decision Making – Tools & Frameworks
- Specialization Course 1
- Specialization Course 2
- Open Elective
- Domain Integration Project (Mini hands-on build)

SEMESTER IV **Specialization Deep Dive + Capstone**

- Specialization Course 3
- Specialization Course 4
- Specialization Course 5
- Leadership & Change Management in the Age of AI
- Emerging Tech in Business
- Capstone Project

Specialisation Courses

AI-Driven Marketing

- Customer Behavior Prediction & Segmentation
- Generative Campaigns: Content, Design & Copy
- Martech Tools & Marketing Automation
- AI for Performance Marketing & Attribution
- Community, Influencer & CX Strategy with AI

The MBA That Builds What Others Only Brand

Over two years, you build and launch a fully operational AI-powered brand lab
Not hypothetically. Not in theory. But for real

Students graduate with:

- A fully trained AI-powered marketing engine you build from scratch
- 50+ strategic AI deployments across customer journeys, campaigns, and martech stacks
- A running brand strategy powered by real-time systems and automation



And along the way:

- You master growth strategy through systems thinking
- Learn through flipped classrooms designed for execution, not explanation
- Access a live campaign bank and get supported through a brand lab incubator

Agentic AI — Build your Dream Team with AI Agents

AI agents run strategy, marketing, sales, finance, operations and more - while you lead

Lex – Ops Agent
Streamlines processes



Zia – Intelligence Agent
Screens candidates fast



Tess – Hiring Agent
Streamlines processes



Ray – Strategy Agent
Recommends business moves



Marv – Marketing Agent
Drives growth campaigns



Penny – Sales Automation Agent
Drives growth campaigns



Nova – CX Agent
Handles support, feedback



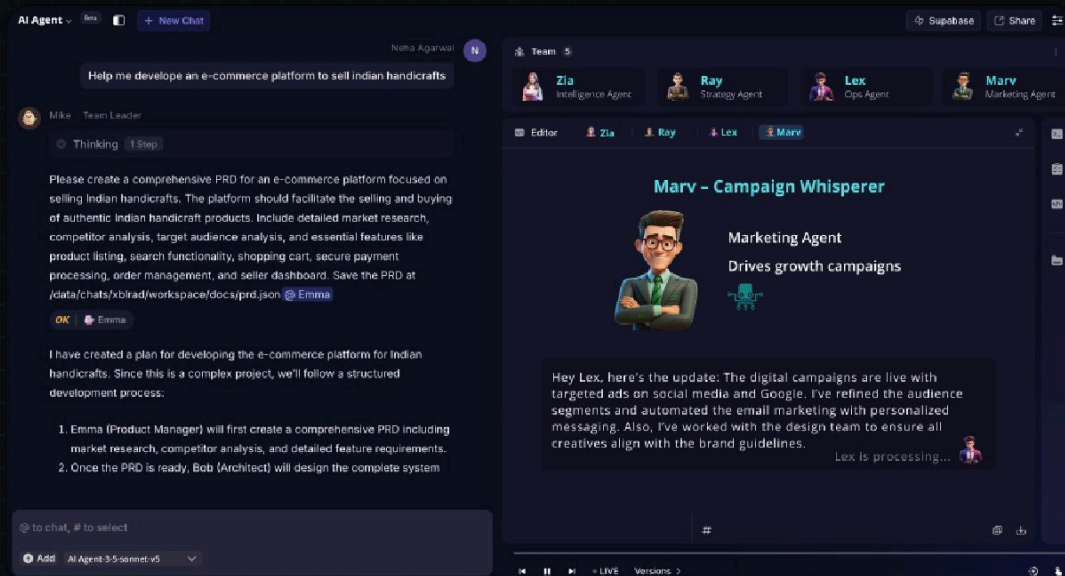
Finn – Finance Agent
Forecasts revenue trends



Build Intelligent Workflows with MCPs (Multi-Agent Collaborative Processes)

Most professionals use AI in silos – one tool, one task. Real power lies in agents working together

- Share data and insights
- Trigger workflows
- React to real-time inputs
- Make collective decisions



Not a Techie? Don't worry, this MBA is for you!

Built for professionals from strategy, marketing, finance, human resources, operations,
consulting, entrepreneurship



No engineering
background?
No problem.

You'll learn to:

- Use no-code tools to automate and innovate
- Build intelligent workflows and AI dashboards
- Launch AI Agents that work for your business
- Apply AI without getting lost in syntax or algorithms



You'll graduate as an
AI-enabled leader,
not a coder.

Build a Portfolio of 50+ Industry-Curated AI Projects

This isn't a theory-heavy MBA. It's 2 years of hands-on AI application. Build a portfolio of AI-powered business projects - ready to showcase to employers or investors

Program Fee

National

Per Semester Fee

₹62,500

Total Fee (2 Years)

₹2,50,000

*Registration Fee (one-time) - ₹2,500
Exam Fee (Annual) - ₹3,000

EMI AVAILABLE

Starting at

₹12,500*
per month

»»»»»



FOUNDATION For Your Future



Master of Arts (MA) with an Elective in Economics



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The MA in Economics is a cutting-edge postgraduate program designed to equip students with advanced theoretical knowledge and practical skills to analyse complex economic issues in today's dynamic global economy. This program integrates core economic principles with emerging disciplines such as AI-driven market analysis, behavioural economics, and digital economy trends. The uniqueness of the programme is the judicious blend of economic theory, accounting for interdisciplinarity and empirical measurement tools. This ensures graduates are well-prepared for careers in Data Science, policy research, consulting, and technology-driven industries.

The inclusion of skill-enhancement courses and a research project fosters analytical expertise and industry readiness, making this MA Economics program a perfect choice for aspiring economists, industry professionals and policymakers.

Elective Highlights

- + Master economic theories in microeconomics, macroeconomics, and econometrics.
- + Leverage AI, econometrics, and predictive analytics for data-driven decisions.
- + Explore digital transformation, innovation, and sustainability in economics.
- + Analyze public finance, trade policies, and economic development strategies.
- + Gain hands-on experience in data analysis, econometrics, and research projects.
- + Prepare for careers in consulting, fintech, policy research, and data science.

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 22,500	₹ 45,000	₹ 90,000	\$400	\$800	\$1,600	₹ 2,500	\$30	₹ 3,000	\$36



FOUNDATION For Your Future



Master of Arts (MA) with an Elective in English



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Master of Arts in English offers a comprehensive exploration of literature, critical theory, linguistics, and cultural studies while integrating contemporary trends and industry applications. The program delves into the evolution of literary forms, themes, and movements, analyzing the historical, cultural, and philosophical influences that shaped English literature. Students will engage with a diverse range of literary works, from classical texts to modern global masterpieces, honing their skills in close reading, textual analysis, and critical interpretation.

Beyond literary traditions, the program fosters advanced analytical, communication, and research competencies, preparing students for careers in academia, publishing, content creation, and other creative industries. By incorporating digital humanities, applied English, and interdisciplinary studies, the curriculum ensures that graduates are equipped with 21st-century skills relevant to media, technology, and cultural analysis, making them industry-ready professionals in a rapidly evolving global landscape.

Elective Highlights

- + Develop critical thinking to analyze literary and cultural texts in historical and theoretical contexts.
- + Strengthen communication, academic writing, and research proficiency.
- + Integrate literature with digital humanities, AI, and emerging technologies.
- + Explore global literary traditions, cultural narratives, and postcolonial perspectives.
- + Apply interdisciplinary approaches across literature, media, and socio-political studies.
- + Build industry-ready skills for careers in academia, publishing, media, and corporate communication.

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of Three (3) years in any stream from a UGC recognized University.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 22,500	₹ 45,000	₹ 90,000	\$400	\$800	\$1,600	₹ 2,500	\$30	₹ 3,000	\$36



FOUNDATION For Your Future



Master of Arts (MA) with an Elective in Public Policy



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The MA in Public Policy provides a dynamic blend of theoretical knowledge and practical skills, preparing students to navigate and shape the policymaking landscape. This program emphasizes governance, economic policy, public finance, and global affairs while integrating cutting-edge technologies such as artificial intelligence (AI) in policy analysis and decision-making.

Students will develop expertise in research methods, policy design, and ethical governance, equipping them to drive impactful change across sectors.

Elective Highlights

- + Comprehensive training in policy formulation, evaluation, and implementation.
- + Leadership and governance skills for complex decision-making.
- + Integration of AI and data analytics for modern policy analysis.
- + Ethical and responsible policymaking with a global perspective.
- + Hands-on experience with real-world policy case studies and impact assessments.
- + Expertise in public finance, economic policy, and regulatory frameworks.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 22,500	₹ 45,000	₹ 90,000	\$400	\$800	\$1,600	₹ 2,500	\$30	₹ 3,000	\$36



FOUNDATION For Your Future



Master of Arts (MA)

with an Elective in Jainology and
Comparative Religion & Philosophy



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The MA in Jainology and Comparative Religion & Philosophy provides an in-depth exploration of Jain philosophy, history, and comparative religious studies.

The program integrates ethical, cultural, and philosophical education with interdisciplinary research, examining Jain doctrines, spiritual insights, and their modern applications. Students will engage critically with Jain texts, traditions, and contemporary scholarly discourse, developing analytical skills, ethical leadership, and a profound understanding of the soul's role in holistic well-being.

Elective Highlights

- + Deepen understanding of Jain philosophy, ethics, and spiritual traditions.
- + Develop leadership and teaching capabilities in Jain academic institutions.
- + Explore the intersections of Jainism with science, psychology, and management.
- + Gain proficiency in Prakrit language for academic and research applications.
- + Engage in interdisciplinary research in comparative religions and cultural studies.
- + Apply Jain principles to contemporary social and ethical challenges.

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			SAARC			Domestic	SAARC	Domestic	SAARC
Semester	Yearly	Total	Semester	Yearly	Total				
-	-	₹15,000	-	-	₹15,000	₹2,500	₹2,500	₹1,500	₹1,500

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Jain History and Art	Jain Metaphysics	Jain Epistemology	Anekantvaad, Syadvaad aur Saptbhangi
Text –Tattvarth Sutra Part-1	Text –Tattvarth Sutra Part-2	Texts – Samayasara & Acharanga	Study of Religion
Introduction to Canonical Literature	Jain Meditation & Yoga	Jainism and Comparative Philosophy (Indian and Western)	Manuscript Science
Introduction to Prakrit Language & Literature	Science of Living (Jeevan Vigyan) & Preksha Meditation (LS)	Jain Logic	Jain Management & Science
Jain Ethics and Culture	Theory of Karma	Research Methodology	Jain Archaeology

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional
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Learning Hours and Credits at Par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



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