KURUKSHETRA UNIVERSITY, KURUKSHETRA

(Established by the State Legislature Act XII of 1956)

("A++" Grade, NAAC Accredited, Category-1 University)

UGC ENTITLED

NAAC "A++" GRADE

NIRF TOP RANKED

ONLINE PROGRAM

From One of The Prestigious Universities of India

MBA

Master of Business Administration



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About Kurukshetra University



The Kurukshetra University was established in 1956 as a unitary residential University and its foundation stone was laid by late Dr. Rajendra Prasad, the first President of India. Located in the holy city of Kurukshetra, land of the historical battle of 'Mahabharata' and the great message of Bhagwad Gita, its campus is situated on the western bank of Brahmi Sarover (the holy tank) and extends over an area of over 400 acres. Commenced with the Department of Sanskrit, it has grown into a multi-department University and has become one of the premier centres for advance study and research.



MBA Overview

Duration	Electives	Mode of Instruction
2 Years	5	Online

MBA Highlights

01 Flexible Learning

02 Access To Learning Resources

03 Cutting-Edge Curriculum

04 Adherence to 4 Quadrants of UGC

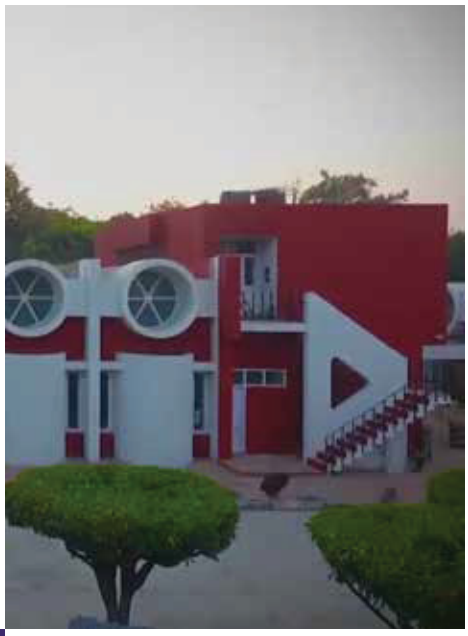
Why Kurukshetra University

Flexible Learning Options

Pursue your education from anywhere, at any time.

Diverse Course Offerings

Explore a wide range of courses with multiple specialization options across various disciplines.





Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment.

Expert Faculty

Learn from our distinguished faculty members and industry experts.

Comprehensive Support Services

Receive personalized support throughout your journey, with dedicated relationship officers.

Convenient Online Exams

Take exams easily from anywhere with Internet access and flexible hours



Placement Ready

1:1 Career Counseling

Personalized career guidance.

Where are you headed? A subject matter expert helps you find clarity with Personalized guidance tailored to your goals. Whether you're exploring new paths or fine-tuning your existing one, this session aligns your ambitions with industry realities.





Resume & Interview Prep

Get noticed. Get hired.

Join interactive group sessions designed to sharpen your resume and supercharge your interview skills. Learn the dos and don’ts from hiring insiders - craft resumes that stand out, and deliver confident, compelling responses in interviews.



Access To Analytical Tool Learning Videos

Unlock a repository of tutorial videos spanning data analysis, visualisation, design, and presentation tools, equipping learners with valuable assets to refine their skills.

Data Analysis and Visualisation :

MS Excel

Tableau

Power BI

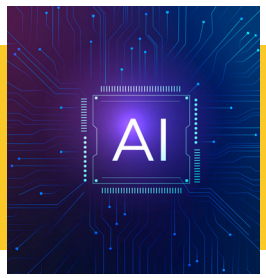
Soft Skills Development

34+ hours of meticulously curated videos, developed by industry experts, covering the following essential soft skills; Interview Skills, Communication Skills & Problem-Solving Skills. The learner will be able to avail this from the very first semester.



Excellence Built Into Every Module

GenAI Masterclass



A 5-session Live Series on:

1. GenAI and its Tools
2. AI Integration in Excel
3. Data Analysis with AI Tools
4. Day-to-Day Work with AI
5. GenAI in Job Search

Industry Leader Masterclasses

Gain practical tips and actionable insights directly from top industry leaders and experts.



Mohua Das Gupta

Chief Revenue Officer, Peepul Group

XLRI JAMSHEDPUR



Prashanth Balasubramanian

Head of Strategy & Operations, Facebook

IIM BANGALORE



Rakesh Godhwani

Ex Adjunct Professor, IIM Bangalore

IIM BANGALORE



Dr Sharan Kumar Shetty

HOD Management Studies, AJIIT Mangalore

VTU BELGAUM

Many more industry experts

MBA Electives



Finance Management



Information Technology Management



Marketing Management



Business Analytics



Human Resource Management

MBA Program Structure

Semester 1 (Common)
Management Process and Organizational Behaviour
Fundamentals of Statistics for Business Decision
Managerial Economics
Financial Accounting
Business Communication
Indian Economy and Business Environment

Semester 2 (Common)
Human Resource Management
Computer Applications in Management
Marketing Management
Financial Management
Business Research Methods
Production and Operations Management

1 Finance Management

Semester 3

Strategic Management
Optimization Models for Business Decisions
Summer Training / Project Work
Quantitative Analysis for Financial Decision Making
Foreign Exchange Management
Banking and Financial Services
Corporate Re-structuring and Control

Semester 4

Business Ethics and Corporate Governance
Entrepreneurship Development
Comprehensive Viva -Voce
Financial Engineering
Project Planning and Management
Behavioural Finance
Private Equity and Wealth Management

2 Information Technology Management

Semester 3

Strategic Management
Optimization Models for Business Decisions
Summer Training / Project Work
Business Intelligence and Analytics
Enterprise Resource Planning
Relational Database Management System
System Analysis and Design

Semester 4

Business Ethics and Corporate Governance
Entrepreneurship Development
Comprehensive Viva -Voce
Data Warehousing and Data Mining
Software Engineering
E-Commerce
Information Security and Cyber Laws

3 Human Resource Management

Semester 3

Strategic Management
Optimization Models for Business Decisions
Summer Training / Project Work
Management of Industrial Relations
HR Analytics
HRD : Systems and Strategies
Group Dynamics and Leadership Excellence

Semester 4

Business Ethics and Corporate Governance
Entrepreneurship Development
Comprehensive Viva -Voce
Training and Development
Strategic Human Resource Management
Talent Acquisition and Performance Management
Change Management & Organizational Development

4 Marketing Management

Semester 3

Strategic Management
Optimization Models for Business Decisions
Summer Training / Project Work
Advertising Management
Marketing Research and Analytics
Digital Marketing
Strategic Brand Management

Semester 4

Business Ethics and Corporate Governance
Entrepreneurship Development
Comprehensive Viva -Voce
Business Marketing
Services Marketing
Strategic Marketing
Rural and Agri-Business Marketing

5 Business Analytics

Semester 3

Strategic Management
Optimization Models for Business Decisions
Summer Training / Project Work
Business Analysis using Excel
Fundamentals of Econometrics
Data Mining and Data Warehousing
Decision Modelling and Data Analysis

Semester 4

Business Ethics and Corporate Governance
Entrepreneurship Development
Comprehensive Viva -Voce
Time Series Data Analysis
Applied Multivariate Analysis
Financial Modelling
Predictive Analysis for Business Decision

Admission Process

01 STEP



Online Counselling

Our counselors will provide guidance to potential students on their selected program

02 STEP



Online Registration to Admission Portal

Access to the admission portal is granted through online registration with a registration fee.

03 STEP



Documents Verification

The university admission team reviews the uploaded documents and confirms eligibility within a span of 4 Days. Approval of documents is subject to eligibility criteria as per the guideline of the university.

04 STEP



Fee Payment & LMS Access

Students receive a fee payment link in their respective accounts to complete payment. Upon successful fee payment, eligible students are granted access to LMS (Learning Management System) within 48 hours.

Eligibility

Applicants must have completed 10+2 and hold a bachelor's degree from a recognized university.



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