

ALLIANCE UNIVERSITY
ONLINE

Online MBA

Master of Business Administration

NAAC A+ Accredited

UGC Entitled

AICTE Approved

Program Delivery

ALLIANCE UNIVERSITY ONLINE



A modern, digitally enabled learning experience that is smooth, engaging, and industry aligned, helping learners stay confident, and ready for real world challenges.

Recognized for Excellence

UGC Entitled | NAAC A+ Accredited | AICTE Approved | Ranked 71st in NIRF

Learning Experience

Case Studies | Simulations | Capstone Projects | Workshops | Webinars

Faculty Excellence

Led by experienced faculty and Professors of Practice, combining deep academic insight with real-world industry expertise.

Career Support

Dedicated career assistance with strong industry connections and regular virtual job fairs.

About Alliance University

ALLIANCE UNIVERSITY ONLINE

Founded under the Karnataka State Act No. 34 of 2010, **Alliance University** stands as South India's first private university, recognized by the **UGC** and approved by the **AICTE** and **BCI.** With a **NAAC A+** grade and a **QS I-GAUGE Diamond rating,** Alliance is ranked among India's premier institutions for **management, law,** and **multidisciplinary education.**

Through **Alliance Online,** the university brings its legacy of academic excellence into the digital era, offering flexible, industry-driven programs that prepare learners for leadership in a connected, technology-enabled world.

Alliance Online connects learners with experts, policymakers, and global communities, cultivating a **transdisciplinary mindset** that prepares them for leadership in a rapidly evolving world.

Alliance Online is where education meets innovation and knowledge becomes action.



MR. ABHAY G CHEBBI
Pro-Chancellor - Alliance University



DR. B. PRIESTLY SHAN
Vice-Chancellor
Alliance University



DR. JEEVANANDAM J
Executive Director - Alliance Online
Alliance University

Accreditations

ALLIANCE UNIVERSITY ONLINE



NAAC A+ Accredited

UGC Entitled

AICTE Approved

Ranked 71st in NIRF
Based on 2025 rankings (Management Category)

Top 1% of Universities in South Asia-Ranked*
Based on 2024 rankings

SIRO Recognized

Technology Business Incubator
Approved by MSME

A Member of AACSB, USA

Accreditation for Business Programmes

Alliance University is ranked among the top 1% of institutions in South Asia according to the QS World University Rankings.

Why Choose Alliance Online?

ALLIANCE UNIVERSITY ONLINE

Future-Driven
Specializations

Industry-Aligned
Curriculum with AI Integration

Easy **No-Cost EMI**
Facilities

Access to an
Expansive **Digital Library**

Seamless,
Smart, Student-Friendly **LMS**

Unmatched
Career Support

Affordable Education and
Flexible Payment Options

Empowering Enhanced Learning with
AlliO - Your Learning Companion

Alliance Online R.E.A.C.H.E.S

ALLIANCE UNIVERSITY ONLINE

Readiness
Prepares learners for the AI-powered business landscape.

Ethics
Embeds ESG principles, AI governance, and inclusive leadership.

Access
Designed for learners from both technical and non-technical backgrounds.

Capstone
Offers hands-on, industryaligned project-based learning.



Horizons
Enables career pathways in FinTech, ESG, Analytics, and Strategy.

Empower
Empower the learners' skills and redefine their future.

Skills
Builds essential soft skills and practical mastery in analytics tools like KNIME, Power BI, and Orange3.



Learning @allianceonline

ALLIANCE UNIVERSITY ONLINE



Access high-quality e-Learning resources via our Learning Management System (LMS), designed in alignment with UGC's four-quadrant model for holistic digital learning.

Interactive Digital Content
Includes case studies, simulations, videos, and quizzes

Career-Oriented Programs
Industry-aligned curriculum tailored to enhance job readiness

Cutting-Edge LMS
One stop platform for content, assignments, and faculty interaction

Anytime, Anywhere Access
Round-the-clock access to recordings, course content, and e-resources

Learner-Centric Support
Academic advisors, tech support, and career guidance

Interactive Live Lectures
Engaging live classes taught by industry-experienced professors

Online MBA

ALLIANCE UNIVERSITY ONLINE

The MBA program at Alliance Online is a comprehensive two-year postgraduate course designed to cultivate leadership, strategic thinking, and analytical skills. It offers specializations in areas such as Marketing, Finance, Human Resource Management, Operations, and Business Analytics & AI.

Build a Global Career in Business Leadership			
Eligibility	**Duration**	**Credits**	**Fee Structure**
Bachelor's degree With a Minimum of 50% marks (45% for SC/ST candidates)	2 Years (divided into four semesters)	80 Credits	INR 40,000/- *Per Semester

Full Tuition Fee = INR 1,60,000/- *

*One-Time Registration Fee: INR 5,000/-
*Exam Fee: INR 5,000/- per year.



Online MBA Program Structure

ALLIANCE UNIVERSITY ONLINE

1st Semester	2nd Semester	3rd Semester	4th Semester
Intelligent Economics for Managers	Business Statistics	Design Thinking	Strategic Management
Accounting for Managerial Decisions	Applied Business Research Methods	Elective I	Dissertation and Viva
Marketing Practices in Digital Age	Macroeconomic Environment and Policy	Elective II	Elective I
Operations Management	Corporate Finance using AI	Elective III	Elective II
Organizational Behaviour	Human Resource Management	Elective IV	Elective III
		Elective V	Elective IV



Program Specializations/Electives

ALLIANCE UNIVERSITY ONLINE

3rd Semester **Electives**



Marketing

- Services Marketing and Customer Experience Management
- Consumer Behaviour and Neuro Marketing
- Digital Marketing and Digital Ecosystem
- Marketing Research for Startups
- Strategic Sales and Channel Management

Human Resource Management

- HR Analytics using AI
- Strategic Workforce Management
- Technology Enabled Learning
- Rewards and Performance Analytics
- Diversity, Equity and Inclusion Metrics

Business Analytics and AI

- Managerial Decision Analytics
- Marketing Analytics and Consumer Intelligence
- HR Analytics and Workforce Insights
- Financial Data Analytics
- Applied Business Intelligence

Finance

- Security Analysis and Portfolio Management
- Multinational Financial Management
- AI-Enabled Fraud Detection and Risk Management
- Modern Financial Ecosystem
- Financial Architecture for New Ventures

Operations

- Project Management
- Agile Supply Chain Management
- Competition in Business Ecosystem
- Greener Value Chain in Operation Management
- Digital Transformation for Operations

Program Specializations/Electives

ALLIANCE UNIVERSITY ONLINE

4th Semester **Electives**

Marketing
- Digital Growth Strategy
- Future-Ready Retail with AI Tools
- Advertising and Integrated Brand Promotion
- Brand Equity Intelligence

Human Resource Management
- HRM for Start-up Ecosystem
- HR Operation Automation
- International HRM
- Sustainable HRM

Business Analytics and AI
- Predictive Business Modelling
- AI for Strategic Decision-Making
- Data Visualization for Business
- Capstone: Data-Driven Business Transformation

Finance
- Revenue Intelligence for Fixed Income
- Mergers, Acquisition and Corporate Restructuring
- Financial Analysis and Modelling
- AI and Human Biases in Finance

Operations
- AI Powered Lean Six Sigma
- Business Block Chain
- Strategic Sustainable Operation
- Business Intelligence for Managers



Your Future Career Starts Here

ALLIANCE UNIVERSITY ONLINE

Specialization	Entry	Intermediate	Advanced
Marketing	SEO/SEM Specialist	Product Marketing Lead	Digital Marketing Manager, Brand Strategist
Finance	Financial Analyst	Investment Advisor	Credit Risk Manager, Corporate Finance Associate
HRM	Employee Engagement Strategist	Talent Acquisition Manager	HR Business partner, Learning & Development Lead
Operations	Quality Assurance Officer	Logistics & Procurement Head	Supply Chain Manager, Operations Excellence Consultant
Business Analytics & AI	MIS Executive	Junior Business Analyst	Strategy & Insights Manager, BI Executive

** This is a partial list of potential career paths; many additional roles await exploration.*

Online Academic Process

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Theory Papers (70:30 Ratio)

Theory papers are evaluated through the During-Semester Assessment (DSA) and the Semester-End Examination (SEE). The SEE carries 70 percent weightage, while the DSA contributes 30 percent. The DSA consists of guided assignments, quizzes, and course activities that support ongoing learning. The SEE includes descriptive and multiple-choice questions. Learners must participate consistently, submit assessments within deadlines, and score at least 50 percent in both the DSA and SEE to pass.

Examinations – On Demand

The semester-end examinations will be conducted online through a computer-based, proctored format. Learners can appear for the exams remotely using a webcam-enabled device with a stable internet connection, ensuring flexibility and convenience. Flexible scheduling will be available within a specified window to accommodate the needs of working professionals.

Degree Award & Recognition

Successful learners, on satisfying all criteria stipulated by the university, will be awarded the respective degrees by the university.

Enroll Now

ALLIANCE UNIVERSITY ONLINE

01 Program Registration

- Fill in your details and pay the registration fees.

02 Fee Payment

- Choose from flexible payment options and pay per semester or for the full program.

  For EMI plans, please contact us.

03 Document Upload

- Upload supporting documents & submit your application.

04 University Approval

- The university will review your documents and confirm your admission.

  We look forward to welcoming you!

Join India's leading online **MBA** program. **Enroll today!**



allianceonline.edu.in



Central Campus
Alliance University
Chikkahadage Cross, Chandapura-Anekal, Main Road,
Bengaluru, Karnataka - 562 106

City Office
Alliance University
2nd Cross, 36th Main, Dollars Scheme, BTM 1st Stage,
Bengaluru, Karnataka - 560 068

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