



# ONLINE MBA

**Master of Business Administration**

*Rise high to the world of analytical business with "Online UU"*  
UGC Entitled



Marketing  
Management



Digital  
Marketing



Human  
Resources



Business  
Analytics



Financial  
Management



International  
Business



Information  
Technology

## WELCOME TO “ONLINE-UU”

**Your age, background or previous experience should not hold you back from achieving your goals in life. We are committed to deliver the best quality online programs ensuring that higher education is accessible to everyone. From day one till you graduate, you will be supported in your journey by our student support team, the dedicated faculty, and the rich interactive features of the learning management system to help you achieve the most out of your program.**

## ABOUT UTTARANCHAL UNIVERSITY- ONLINE

The Uttaranchal College of Online & Distance Education (U-CODE) ensures continuous education and meets the needs of all classes of learners. The Open and Distance Learning Programs become a necessity for many of the aspirants due to financial problems & family responsibilities at a younger age. This Online Program is developed to meet the aspirations of working professionals to upgrade their qualifications and enhance their chances of promotion and other classes of potential students who may not be able to continue after their graduation due to paucity of time or financial resources. This online learning Program caters to the need of people of all ages.

## MASTER OF BUSINESS ADMINISTRATION (MBA)

It is one of the most preferred programs in India and Abroad to get managerial positions in corporate sectors across all domains. Even graduates in other disciplines like engineering, law, agriculture, and sciences opt for MBA after their under graduation. There is always a huge demand for MBA graduates in the field of marketing, supply chain management, operation management, finance, production, HR, strategic planning and so on.

Our online MBA program is designed to match the needs and requirements of industry and commerce and to fulfill the aspirations of future managers. Managers need to be perceptive, thoughtful, and flexible to manage their internal and external environment. They should be proactive, versatile and have the knowledge and skill to explore new markets and opportunities. They need to provide practical and workable solutions to a range of complex problems. The complexity of operations raises the need for generalists as well as specialists, to have knowledge of specific functions like Finance, HR, International Business and Marketing, Retail and Event Management.

Our online MBA caters to the needs and aspirations of students wishing to work in enterprises, financial institutes and international businesses.



First Semester	Second Semester
Principles and Practices of Management	Emerging Business Law
Accounting for Managerial Decisions	Business Research Methods
Economics for Managers	Marketing Management
Business Environment	Business Analytics
E- Commerce	Operations Management

Third Semester	Fourth Semester
Strategic Management	Entrepreneurship Development
Supply Chain Management	Corporate Governance
Financial Statement Analysis	Specialization Paper 1
Specialization Paper 1	Specialization Paper 2
Specialization Paper 2	Project work

The list of Specializations/Electives for Semester III and IV	
Group	Specializations/Electives
Group A	Marketing Management
Group B	Financial Management
Group C	Human Resource Management
Group D	Business Analytics
Group E	Information Technology
Group F	Digital Marketing
Group G	International Business

Specializations/Electives	Paper	Name of the Course
Group A  Marketing Management	1 Semester - III	Sales and Distribution Management
	2 Semester - III	Integrated Marketing Communication & Brand Management
	3 Semester - IV	Consumer Buying Behavior
	4 Semester - IV	Marketing Research
Group B  Financial Management	1 Semester - III	Corporate Financial Management
	2 Semester - III	Security Analysis, Portfolio and Risk Management
	3 Semester - IV	Wealth Management & Investment Environment
	4 Semester - IV	Risk Management
Group C  Human Resource Management	1 Semester - III	Training & Development Practices
	2 Semester - III	Performance & Compensation Management
	3 Semester - IV	Industrial Relations & Labour Laws
	4 Semester - IV	HRM Planning, Bargaining and Negotiation Process
Group D  Business Analytics	1 Semester - III	Big Data Analytics in Business
	2 Semester - III	R Programming for Business
	3 Semester - IV	Marketing & Social Media Analytics
	4 Semester - IV	Python Programming & Data Visualization
Group E  Information Technology	1 Semester - III	Fundamentals of Information Technology
	2 Semester - III	Business Intelligence and Analytics
	3 Semester - IV	Enterprise Resource Planning
	4 Semester - IV	Web Designing and Content Management
Group F  Digital Marketing	1 Semester - III	Fundamentals of Digital Marketing
	2 Semester - III	Digital Business Design
	3 Semester - IV	Digital Technologies and Analytics
	4 Semester - IV	Digital Strategies for Business
Group G  International Business	1 Semester - III	Global Business Environment
	2 Semester - III	Import Export Procedures and Documentation
	3 Semester - IV	Cross Cultural Business Challenges
	4 Semester - IV	Global Strategic Management

APPROVALS,  
ACCREDITATION,  
MEMBERSHIPS &  
RANKINGS



## Why Choose ONLINE-UU?

- Research-intensive online curriculum by expert members of faculty and industry leaders.
- Well-versed members of faculty with international exposure.
- User-friendly LMS with rich interactive features.
- Learner centric and flexible program structure.
- Live & interactive lectures by expert members of faculty.
- Well-designed, e-Self Learning Materials (e-SLMs).
- Mentorship for personalized learning.
- Globally accepted course curriculum.
- Affordable education.
- Rewarding career with a recognised degree.

## How to apply for Admission?

- Step 1** Visit [www.onlineuu.in](http://www.onlineuu.in) & click on “Apply Now”.
- Step 2** At homepage under “Apply Now”, fill up the required details (Full Name, Email ID, Mobile No., Nationality, State and Program etc.) and click on “Submit”. After completion of the above process, the candidate needs to login to fill up the application using the User ID and Password sent through SMS and Email.
- Step 3** Click on the “Application Form”, fill up your details and pay the Program Fee. The candidate needs to fill up Personal, Contact and Qualification details. After that, the candidate needs to pay the Program Fee online. After successful payment, the Document Upload option will be activated.
- Step 4** Click on “Document Upload”. Upload all necessary documents, recent passport size photograph, and click on the “Submit Button”. All the documents should be clearly visible to process the Application form further. The candidate will receive the confirmation for successful submission of the application on registered contact number and email address.

## Eligibility, Fee Structure & Duration

- An Applicant holding a Bachelor's degree in any stream from a recognized university is eligible to enroll in the online MBA program
- For fee details, refer to [www.onlineuu.in](http://www.onlineuu.in)
- Minimum 2 years



For Admission Enquiry

Toll Free: 18002124454

Website: [www.onlineuu.in](http://www.onlineuu.in)

Email: [admissions@onlineuu.in](mailto:admissions@onlineuu.in)

Contact:  
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Uttarakhand, India