



SGT
ONLINE
Entitled by UGC

NAAC
A+
GRADE
ACCREDITED UNIVERSITY



UGC ENTITLED
DEGREE PROGRAMS
ADMISSIONS OPEN

MBA

MASTER OF BUSINESS
ADMINISTRATION



PROGRAM
BROCHURE






sgtonline.in
92666-09003






WHAT MAKES US DIFFERENT (USPs)

ACADEMIC EXCELLENCE

-  **UGC-Entitled Programs:** Degrees entitled by UGC.
-  **NAAC A+ Accredited University:** Among India's top-rated Institutions.
-  **NEP 2020 Compliant:** Flexible, holistic, outcome-based education with multidisciplinary learning pathways.



PROGRAM INNOVATION

-  **Industry-Aligned Curriculum:** Co-built with experts; real cases, current tools.
-  **Personalised Mentorship:** Mentor for skill-development & career guidance.
-  **100% Placement Assistance:** Support for resume & LinkedIn optimization, career workshops, mock interviews, placement drives.

INDUSTRY INTEGRATION

-  **Future-Ready Business Specialisations:** Business Analytics, Digital Marketing, Hospital Admin, Healthcare Mgmt.
-  **Next-Gen Technology Specialisations:** AI & ML, Blockchain—for new-age IT jobs.
-  **AI-Enabled, Learner-Centric Courses:** Hands-on AI tool exposure. Smart Learning Mgmt System.

AFFORDABILITY

-  **India's Most Value-Driven Online Programs:** Premium quality education at fair fees so you can study without financial strain.
-  **Flexible EMI Plans & Scholarships:** Semester-wise payments, EMIs, and scholarships.

Duration : 2 Years
Total Credits = 108

MBA
COURSE STRUCTURE

Total Marks Per Course = 100
30 Marks Formative +
70 Marks Summative

India & SAARC Countries' Students - Fee in INR

Program	Total Sem	Reg Fee One time	Course Fee Sem-wise	Program Fees
MBA	4	1000	35,000	1,41,000

International Students - Fee in US Dollar

Program	Total Sem	Reg Fee One time	Course Fee Sem-wise	Program Fees
MBA	4	20	525	2,120

COURSES IN SEM 1

Management Principles & Organisational Behaviour
Marketing Mgmt
Managerial Economics
Accounting for Managers
Business I Statistics & Research
Professional Communication for Business
AI for Business

COURSES IN SEM 2

Digital & Social Media Marketing
Financial Management
Human Resource Management
Entrepreneurship Skills
Business Analytics
Operations & Supply Chain Management

COURSES IN SEM 3

Strategic Management
International Business
Internship Project
Specialization 1 - Course 1
Specialization 1 - Course 2
Specialization 2 - Course 1
Specialization 2 - Course 2

COURSES IN SEM 4

Corporate Governance, Ethics and ESG
Business Law
Capstone Project
Specialization 1 - Course 3
Specialization 1 - Course 4
Specialization 2 - Course 3
Specialization 2 - Course 4

Important Note: Students can choose two specializations in the entire program. 1st & 2nd semesters are common for all students. Specialization selection provided in 3rd semester

TOTAL SPECIALIZATIONS ON OFFER: 08

ARTIFICIAL INTELLIGENCE



01

MARKETING MANAGEMENT



02

DIGITAL MARKETING



03

HUMAN RESOURCE MANAGEMENT



04



05

BUSINESS ANALYTICS



06

FINANCE MANAGEMENT



07

HEALTH CARE MANAGEMENT



08

HOSPITAL ADMINISTRATION

ARTIFICIAL INTELLIGENCE*

- AI in Marketing & HR
- AI in Finance & Analytics
- AI in operations & Administration
- Digital Transformation: Tech & Process

BUSINESS ANALYTICS

- Business Intelligence
- Marketing Analytics
- HR Analytics
- Supply Chain & Operations Analytics

MARKETING MANAGEMENT

- Consumer Behaviour
- Integrated Marketing comm.
- Product and Brand Management
- Sales and Distribution Management

FINANCE MANAGEMENT

- Security Analysis & Portfolio Mgmt.
- Banking, Financial Services, & Insurance
- Financial Analytics & Modelling
- Derivatives Market

DIGITAL MARKETING

- Performance Marketing
- SEO & Generative Engine Optimization
- Content Marketing and ORM
- E-Commerce, Online Business Models & Affiliate Marketing

HUMAN RESOURCE

- Talent Acquisition & Mgmt.
- Competency Based Training & Dev.
- Organizational Change & Dev.
- Performance & Compensation Mgmt.

HEALTHCARE MANAGEMENT

- Healthcare Delivery Systems & Public Health Administration
- Healthcare Laws, Policies and Ethics
- Quality Management in Healthcare
- Health Insurance

HOSPITAL ADMINISTRATION

- Hospital Planning & Infrastructure Mgmt
- Hospital Operations and Services Mgmt
- Ancillary and Support Services
- Health Informatics

* Courses are subject to change as per Board of Studies Decisions

SGT SUCCESS STORIES - PLACEMENT



Kapil Chauhan
HR Exective
Amazon



Isha Sharma
Finance Executive
Flipkart



Charandeep S
Executive
KPMG



Lavish Mudgal
Financial Analyst
Wipro



Himani .B
HR Coordinator
Google



Roohi .M
Consultant
EY



Muskan Bhardwaj
Associate
Genpact



Ankan Chatterjee
Associate
Zomato



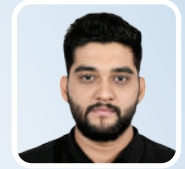
Ashish B
Consultant
IBM



Divya Chhikara
AI Analyst
Accenture



Manad Sethi
Process Engineer
Cognizant



Sipul B.
Assistant Consultant
TCS



- Dedicated Placement Cell for career support.
- 275+ Recruiters across leading industries.
- 100% Placement Assistance with job leads & interview preparation.
- Career Workshops to enhance resume, LinkedIn, communication & Soft skills training.
- Highest Package: INR 36 LPA.
- 10,000+ Alumni Network across India & abroad.
- 50+ Startups funded & supported through mentorship and incubation guidance.



SMART LMS EXPERIENCE

- 24x7 Learning Resources & Recorded Lectures, Podcasts.
- Mobile App Access.
- Interactive Live Classes on Weekends.
- Discussion Forums - For peer and faculty interaction.
- Progress Dashboard - Track learning and performance.
- Online Exams - Secure exams from home.
- Student Support - For quick assistance.

- Real Projects & Case Studies
- Industry Expert Seminars
- Practical Demonstration
- Latest Tools & Technologies
- Skill-Development Workshops

INDUSTRY ALIGNED LEARNING

