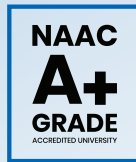




SGT
ONLINE
Entitled by UGC



UGC ENTITLED
DEGREE PROGRAMS
ADMISSIONS OPEN

MBA

MASTER OF BUSINESS
ADMINISTRATION



PROGRAM
BROCHURE



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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
Fee: INR 24,500 / Sem

MBA
COURSE STRUCTURE

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

COURSES IN SEM 1

Management Principles & Organisational Behaviour

Marketing Management

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.

TOTAL SPECIALIZATIONS ON OFFER: 07

MARKETING MANAGEMENT



DIGITAL MARKETING



HUMAN RESOURCE MANAGEMENT



FINANCE MANAGEMENT



BUSINESS ANALYTICS



HEALTH CARE MANAGEMENT



HOSPITAL ADMINISTRATION

MARKETING MANAGEMENT

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

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.

FINANCE MANAGEMENT

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

BUSINESS ANALYTICS

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

HEALTHCARE MANAGEMENT

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

HOSPITAL ADMINISTRATION

- Hospital Planning and Infrastructure Management
- Hospital Operations and Services Management
- Ancillary and Support Services
- Health Informatics



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.



**PLACEMENTS
& STARTUPS**



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**

Centre for Distance and Online Education - SGT University
Budhera, Gurugram-Badli Road, Gurugram- 122505, Haryana

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