



SGT
ONLINE
Entitled by UGC

NAAC
A+
GRADE
ACCREDITED UNIVERSITY

100%
ONLINE

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.

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
- Specialization1 - Course 4
- Specialization 2 - Course 3
- Specialization 2 - Course 4

Important Note: Students can choose two specializations in the entire program.

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.

TOTAL SPECIALIZATIONS ON OFFER: 07



MARKETING MANAGEMENT

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

HUMAN RESOURCE

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

BUSINESS ANALYTICS

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

HOSPITAL ADMINISTRATION

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

DIGITAL MARKETING

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

FINANCE MANAGEMENT

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

HEALTHCARE MANAGEMENT

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



SGT SUCCESS STORIES - PLACEMENT



Kapil Chauhan
HR Executive
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

+91-92666-09003 | sgtonline.in

**SCAN NOW TO EXPLORE
SPECIAL SCHOLASHIPS & EMI**

