



**SGT**  
**ONLINE**  
Entitled by UGC

# MBA

SPECIAL OFFER

**20%**

FEE WAIVER FOR  
INAUGURAL BATCH

## ONLINE DEGREE PROGRAM

UGC ENTITLED | NAAC A+ | GLOBALLY TOP RANKED



- ✓ Dual Specializations\*:-
  - ✓ Marketing Management
  - ✓ Digital Marketing
  - ✓ Finance Management
  - ✓ Business Analytics
  - ✓ Human Resources
  - ✓ Healthcare Management
- \*Choose Any Two

- ✓ Special Highlights:-
- ✓ 100% Online Mode
- ✓ Flexible Learning at Own Pace & Place
- ✓ Industry Aligned Curriculum
- ✓ AI-Integrated Courses
- ✓ NEP 2020 based Innovative Program

- ✓ One-on-One Mentorship
- ✓ 100% Placement Assistance
- ✓ INR 36 Lacs Highest Univ Package
- ✓ 50+ Startups Fundings
- ✓ Affordable Fees, Scholarships, EMIs

## Admissions Open!

Apply Now to Reserve Seat

**SGT University, Gurugram, India**

[sgtonline.in](http://sgtonline.in) | 9266609003



sgtonline



sgtonline



sgtonline





Regular Program – High Fee

Online Degree – Low Fee

# Is This You?

From where you are to where you want to be — we've got you covered.

- **Working Professionals**
  - You've got busy schedule? Study in free hours & upgrade career without leaving job. Earn a credible degree without leaving service — ideal for career growth and future promotions.
- **Fresh Graduates or Students**
  - Start strong with a job-ready degree that helps you get hired faster and stand out in the market.
- **Job Seekers or Career Changers**
  - You're looking to get a higher paying job. Build in-demand industry-relevant skills, switch fields, make yourself more employable.
- **Entrepreneurs or Business Owners**
  - Get knowledge, fresh tools, and expert advice to grow your venture and take smarter decisions.
- **Homemakers & Work From Home Parents**
  - Study from home, at your pace — while managing your family or work-from-home life.
- **Army & Paramilitary Personnel**
  - Frequent transfers? Our mobile-friendly programs move with you — uninterrupted education.
- **Aspirants Preparing for Competition Exams**
  - Minimal pressure, maximum flexibility — earn your degree while focusing on competition prep.

## Why Choose Online Education Mode?

- **Comfort & Convenience**
  - No Physical attendance required. Study comfortably from anywhere. Without facing issues of weather, traffic, long-distance.
- **Flexible Scheduling & Better Time Management**
  - Learn when it suits you best — access recorded classes anytime and attend live sessions on weekends or evenings.
- **Cost-Effective & Economical**
  - No travel or hostel costs, no costly textbooks — just quality education at affordable fees with easy EMI options.
- **No Travel for Exams**
  - Write proctored online exams from home — safe, simple, and travel-free, even during heavy rains or remote stays.
- **Learn at Your Own Pace**
  - Play, pause, and repeat lectures as often as needed — until you fully understand each topic.
- **Suitable for Diverse Learners**
  - Suitable for learners with varied orientations, emotional states, educational backgrounds.



# About SGT University

Ranked Among the World's Top Universities

SGT University (SGTU), Delhi-NCR is a NAAC A+ accredited, UGC-recognized institution globally certified for offering the best quality education. Offering 200+ programs across health sciences, engineering, management, commerce, and digital domains. We blend academic excellence with innovation, research, and industry partnerships.



## Approvals, Accreditation & Rankings

- Being approved from statutory bodies, signifies that SGTU degrees are valid & recognized nationally and internationally.
- Recognized by University Grants Commission (UGC) for offering Academic Programs.
- Entitled by UGC Distance Education Bureau (DEB) for offering Academic Programs in Online Education Mode.
- Member of Association of Indian Universities
- Accredited with one of highest NAAC A+ ratings.
- Officially Certified among the top universities in the world by - Times Higher Education (THE) Impact Rankings and QS.



## Online Mode Degree Equivalence to Regular Mode Degree

- The degree obtained through online mode is equivalent to the degree offered through conventional mode as per the Regulation 22 (2020) of University Grants Commission (UGC).
- Public Notice from the University Grants Commission (UGC) is shared here.



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
(विज्ञान विभाग, भारत सरकार)  
(Ministry of Education, Govt. of India)  
बहदुरशाह जफर मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002  
Ph.: 011-23236288/23239337  
Fax: 011-2323 8858  
E-mail: sec.ugc@nic.in

प्रो. रजनीश जैन  
सचिव  
Prof. Rajnish Jain  
Secretary

F. No.3-5/2022(DEB-IH)  
**PUBLIC NOTICE**  
August, 2022  
02 SEP 2022

**Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode**

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

**"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.—** Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.

  
(Rajnish Jain)



# Why SGT University is An Excellent Choice

- **Globally Certified for Top Education Quality**
  - Having featured in national & international rankings by QS & Times Higher Education (THE) for delivering the best quality education.
- **International Learning Opportunities**
  - Students can benefit from opportunities to go to foreign countries for immersion or exchange programs. Global partnerships with top universities like Utah Tech, University of Kent, Keele University and more.
- **Wide Range of Programs in Tech Enabled Campus**
  - Offering 200+ programs across management, engineering, healthcare, law, computer applications, arts, giving you many career options. Tech-enabled 70+ acre digital learning campus.
- **Strong Research & Innovation**
  - Over 10,000 research publications and advanced research labs help students learn real-world problem-solving skills.
- **Entrepreneurship Support, 50+ Startups Funded\***
  - Our ACIC help students turn business ideas into successful ventures.
- **100% Placement Assistance - 275+ hiring partners\***
  - Students get strong support from our dedicated career team, helping with placements, interview practice, resume preparation, so getting a job becomes easy. Collaboration with Confederation of Indian Industry (CII) for Industry Alignment of Programs and placements.
- **10,000+ Strong Alumni Network**
  - Successful alumni provide guidance, mentorship, and job opportunities.
- **100+ Events - Masterclasses, Workshops, Competitions**
  - Online education learners are invited to participate in events for professional enhancement (Masterclasses, competitions, hackathons, workshops, industry visits, seminars, webinars and others) and cultural events (Celebrity shows, concerts, festivals and more).

## About SGT Online

SGT Online is the online learning division of the Centre for Distance & Online Education (CDOE) at SGT University, Delhi NCR.

With 100% Online, Full-Time Degree Programs, SGT Online delivers the same academic rigor, innovation, and career orientation that define our on-campus experience – now accessible from anywhere in the world.

- **100% Online Mode**
  - Our fully online programs give you the ultimate convenience to learn with full freedom. No Physical attendance required.
- **Flexible Learning - Study from Anywhere, Anytime**
  - Easy-to-use online classes and recordings let you study whenever you have time, fitting easily into your busy life.
- **High Completion Rate - Learners Graduate On Time**
  - Continuous academic support for effective learning, majority learners complete their programs successfully & on time. Our approach ensures multiple fair chances each semester for passing the courses & keep progressing forward strongly and steadily. A smooth path to graduation.
- **Hands-On, Job-Ready Learning**
  - Build a portfolio of live projects, case studies, and simulations to showcase to future employers.
- **High Quality Education at Affordable Fees**
  - Top-rated university degree at affordable fees with scholarships, EMI with easy payment plans mean everyone can access quality education without financial worries.

\*Disclaimer: Participation in campus placement activities is a privilege and not a guarantee or right. The University and its Placement Cell facilitate opportunities by inviting recruiters; however, the final selection, number of offers, and type of roles are solely at the discretion of the recruiting organizations. The University does not assure employment, salary levels, or job profiles to any student. \*Disclaimer: The University provides incubation support, mentorship, and networking opportunities to encourage student entrepreneurship. However, funding, investor interest, and the success of any startup depend on external factors beyond the University's control. Neither funding nor venture success is assured; outcomes vary based on the merit of the idea, execution, and market conditions.







# What Makes Our Programs Special?

- **NEP 2020 based Innovative Programs**
  - Programs designed in alignment with the National Education Policy 2020, emphasizing : Multidisciplinary Learning Approach, Skill-Based, Outcome-Based Edu, Flexible Entry-Exit Options with Credit Transfer Enabled, Holistic & Experiential Learning.
- **Learning by Doing**
  - Work on real-life projects and case studies during your course, making it easy to understand and apply your learning practically.
- **Career Growth & Promotions Focused**
  - Learn exactly what companies want—skills like digital marketing, business analytics, finance, and technology—to easily find good jobs after your studies. Designed to help you get promoted or start your own business, improving your career & income.
- **Industry Aligned Curriculum with Strong Basics**
  - Start with basic knowledge & can then choose specializations subjects that match the job/industry you want, helping you become expert in chosen area.
- **High-Demand Specializations**
  - Our courses offer special subjects in popular career fields like AI, Data Science, Cloud Computing, Digital Marketing, Finance, Business Analytics helping you become job-ready for the best career opportunities.
- **Practical Assignments & Projects**
  - You do real-world projects, case studies, and practical tasks as part of your course, making it easy for you to impress future employers.
- **Easy-to-Understand Indian and Global Case Studies**
  - Learn from real business examples from India and around the world, helping you understand clearly and quickly how things work in real jobs.
- **Training in Useful Software Tools**
  - Get hands-on practice using tools like Excel, Tally, Power BI, Tableau, Google Analytics, and Python, giving you practical skills companies look for.

## AI-Integrated Courses\*

### Working with Real AI Tools - Hands-on AI Tool Training\*

- **Generative AI:** ChatGPT, Gemini, Claude & others.
- **Graphics & visual storytelling:** Midjourney, DALL·E, Canva AI
- **Data Analysis, Data visualization, Business Intelligence:** IBM Watson Studio, Microsoft Power BI, Google Looker Studio
- **No-Code AI Platforms:** Teachable Machine (by Google), Microsoft Power Automate, Zapier AI
- **AI Coding Assistants**
- **Prompt Engineering**
- **Solve Real-Life Scenarios with AI :** Learn how to use AI for data insights & predictions, making data-backed decisions.

\*Disclaimer: The tools, technologies, frameworks & other aspects listed here are suggestive pathways for learners' skill development and career progress. These areas are expected to be pursued independently by learners to take ownership of their professional growth and employability.



# Smart Learning

## Management System - LMS

Your learning, your schedule – made possible through our smart online platform.

- **Live & Recorded Classes**
  - Join weekend or evening live classes or watch recorded videos anytime that suits you. No physical attendance
- **24/7 Learning Materials**
  - Get access to notes, slides, e-books, and journals – anytime, on any device.
- **Ask Questions Anytime**
  - Use the course forums to ask doubts, discuss & get answers from faculty – quickly & easily.
- **Mobile App for Learning on the Go**
  - Study from your phone – revise, attend class, submit work, connect with your teachers & peers.
- **Group Discussion, Work & Peer Support**
  - Join virtual study groups, work together on projects & learn from each other.
- **Track Your Progress Easily**
  - Use your personal dashboard to check grades, deadlines & what to focus on next.
- **Safe & Flexible Online Exams**
  - Write exams from home with full security checks – choose a time slot that works best for you.

## Expert Faculty

- **Premier Educators**
  - Learn from PhD holders and top-tier academicians from best global institutions. Award winners for best quality teaching practices and outcomes.
- **Industry Leaders**
  - Gain real-world insights from professionals with leadership experience at reputed organizations.

## Outcome Based Education

- **Clear Step-by-Step Learning - Bloom's Taxonomy**
  - We use a clear teaching method to take you step-by-step from basic understanding to advanced practical skills.
- **Outcome-Based Learning**
  - Every unit has clearly defined learning outcomes. Assessments are aligned with industry standards. Tasks mimic real job roles – presentations, projects, reports.
  - Tasks similar to real job responsibilities, making you confident and ready for real-world jobs.

## One-on-One Mentorship

Every learner is paired with a dedicated academic mentor to support your journey from Day 1 to support academics, time management, progress tracking in 100% Online Mode.

- **Guidance & Regular Check-Ins**
  - Stay motivated and on track with consistent mentor follow-ups throughout your learning journey. Personalized sessions with faculty for guidance on projects, concepts, or career advice.



Dr. Suman Vij  
Professor  
Ph.D. | Exp - 24 yrs



Dr. Yogesh Mehta  
Professor  
Ph.D. | Exp - 27 yrs



Dr. Chand P Saini  
Professor  
Ph.D. | Exp - 15 yrs



Dr. Niyati Chaudhary  
Associate Professor  
Ph.D. | Exp - 12 yrs



Dr. Sunil Kumar Verma  
Associate Professor  
Ph.D. | Exp - 11 yrs



Dr. Alka Sanjeev  
Associate Professor  
Ph.D. | Exp - 18 yrs



Dr. Archana  
Associate Professor  
Ph.D. | Exp - 16 yrs



Mr. Manpreet Singh  
Assistant Professor  
Exp - 9 yrs



Dr. Ashima Rani  
Associate Professor  
Ph.D. | Exp - 14 yrs



Dr. Jyoti Godara  
Associate Professor  
Ph.D. | Exp - 10 yrs



Mrs. Mamta Sharma  
Assistant Professor  
Exp - 6 yrs



Ms. Manisha  
Assistant Professor  
Exp - 6 yrs



Dr. Mohan  
Assistant Professor  
Ph.D. | Exp - 06 yrs



Dr. Priyadeep  
Assistant Professor  
Ph.D. | Exp - 8 yrs



Dr. Shivangi Chaturvedi  
Assistant Professor  
Exp - 2 yrs



Dr. Manju Dagar  
Assistant Professor  
Ph.D. | Exp - 13 yrs



Mr. Nandan Kumar  
Assistant Professor  
Exp - 4 yrs



Dr. Nidhi  
Assistant Professor  
Ph.D. | Exp - 6 yrs





# Why Do an MBA ?

## Master of Business Administration

An MBA isn't just a degree—it's a career accelerator. Whether you're aiming to climb the corporate ladder, launch your own startup, switch industries, or enhance your leadership skills, an MBA equips you with the tools to make it happen.

## Reasons for doing an MBA\* -

- **Career Acceleration** →
  - Faster promotions into managerial/leadership tracks with stronger role mobility.
- **Higher Earning Potential** →
  - Access to premium roles across sectors with better compensation bands.
- **Strategic & Analytical Thinking** →
  - Better decisions using market analysis, data, and financial logic.
- **Leadership & People Management** →
  - High-performing teams through coaching, motivation, and change leadership.
- **Specialization Depth** →
  - Job-ready expertise in Marketing, Digital, Finance, HR, Healthcare, or Analytics.
- **Entrepreneurial Mindset** →
  - Venture readiness to ideate, validate, and scale new business opportunities.
- **Global & Cross-Industry Perspective** →
  - Wider options across geographies and functions.
- **Powerful Network & Brand** →
  - Open doors via peers, faculty, alumni, and industry connects.
- **Applied Learning** →
  - Work-relevant impact through cases, projects, and simulations (details under Program Highlights).

## Capabilities You Build\*

- **Strategy & problem-solving:**
  - market sizing, positioning, competitive playbooks.
- **Financial fluency:**
  - budgeting, valuation basics, investment appraisal.
- **Marketing & growth:**
  - segmentation, branding, GTM, funnel optimization.
- **People leadership:**
  - hiring, development, performance, culture.
- **Change & crisis management:**
  - resilience, risk, governance.
- **Data-driven management:**
  - KPIs, dashboards, insight-to-action.
- **Executive communication:**
  - business storytelling, stakeholder alignment.
- **Entrepreneurship & innovation:**
  - lean validation, business model design.



# MBA at SGT Online

<b>Total Program Fees</b>	₹99,000 [₹24,500 / semester]
<b>Duration</b>	2 Years (4 Semesters)
<b>Eligibility</b>	Bachelor's degree (any discipline) or equivalent / CS / CA / CMA
<b>Delivery Mode</b>	100% Online
<b>EMI Option</b>	Available
<b>Scholarships</b>	Available

Note: \*Nominal transaction charges (additional to fee) would be levied by Payment Gateway Firm to the applicant only. Charges would become visible at time of payment to the applicant. Refund Policy as per UGC Guidelines and University Policies. Registration Fees is Non-refundable. For more details contact academic advisor in admissions team.

## Program Highlights:

- **Strong Management Skills**
  - Learn essential business skills in management, marketing, finance, human resources and strategy, helping you become ready for leadership roles.
- **Industry relevant & Dual Specialization**
  - Choose two specializations that are industry relevant, establishing a multi domain expertise in your professional career.
- **Practical Business Knowledge**
  - Learn using real business examples and live case studies, helping you clearly understand how companies work.
- **Latest Technology & Business Tools**
  - Train on tools like Excel, Power BI, Google Analytics, AI, improving your practical skills that employers value most.
- **Expert Teachers & Industry Leaders**
  - Get personal mentorship from experienced teachers & industry professionals, helping you grow your career.
- **Strong Career Opportunities**
  - Our MBA graduates easily find good jobs with high salaries in roles like Manager, Analyst, Consultant, or start own business.

## Marketing Management



## Digital Marketing



## Finance Management



## Human Resources Management



## Business Analytics



## Healthcare Management





# Program Structure

Semester	Sr.	Course Title	Credits	Course Type
1	1	Management Principles and Organisational Behaviour	4	DSC
	2	Marketing Management	4	DSC
	3	Managerial Economics	4	DSC
	4	Accounting for Managers	4	DSC
	5	Business Statistics and Research Methods	4	MDC
	6	Professional Communication for Business	4	AEC
	7	AI for Business	4	SEC
	1	Digital and Social Media Marketing	4	DSC
2	2	Financial Management	4	DSC
	3	Human Resource Management	4	DSC
	4	Entrepreneurship Skills	4	DSC
	5	Business Analytics	4	DSC
	6	Operations and Supply Chain Management	4	DSC
3	1	Strategic Management	4	DSC
	2	International Business	4	DSC
	3	Internship Project	4	Internship
	4	Specialization 1 - Course 1	4	DSE
	5	Specialization 1 - Course 2	4	DSE
	6	Specialization 2 - Course 1	4	DSE
	7	Specialization 2 - Course 2	4	DSE
4	1	Corporate Governance, Ethics and ESG	4	DSC
	2	Business Law	4	DSC
	3	Capstone Project	4	Project
	4	Specialization 1 - Subject 3	4	DSE
	5	Specialization 1 - Subject 4	4	DSE
	6	Specialization 2 - Subject 3	4	DSE
	7	Specialization 2 - Subject 4	4	DSE
		<b>Total Credits in Program</b>	<b>108</b>	

Code	Course Type
DSC	Discipline Specific Core
DSE	Discipline Specific Elective
SEC	Skill Enhancement Course
AEC	Ability Enhancement Course
MDC	Multi-Disciplinary Course

## Important Note:

1. Students can choose maximum of total two specializations for entire program.
2. Each chosen specialization will offer total four courses spread across 3rd semester (two courses) and 4th semester (two courses).

Specializations
Marketing Management
Digital Marketing
Finance Management
Business Analytics
Human Resource Management
Healthcare Management

Note: The program structure and guide may be updated time-to-time in line with University, UGC, or statutory requirements. Updated files would be uploaded on the University website and LMS. Learners are advised to follow the updated version as final. Claims regarding course / syllabi changes will not be entertained.



## Marketing Management

Sem	Course Title	Course Type	Credits
3	Consumer Behaviour	DSE	4
3	Integrated Marketing Communication	DSE	4
4	Product and Brand Management	DSE	4
4	Sales and Distribution Management	DSE	4

## Digital Marketing

Sem	Course Title	Course Type	Credits
3	Performance Marketing	DSE	4
3	SEO and Generative Engine Optimization	DSE	4
4	Content Marketing and ORM	DSE	4
4	E-Commerce, Online Business Models and Affiliate Marketing	DSE	4

## Human Resource Management

Sem	Course Title	Course Type	Credits
3	Talent Acquisition and Management	DSE	4
3	Competency Based Training & Development	DSE	4
4	Organizational Change and Development	DSE	4
4	Performance and Compensation Management	DSE	4

## Finance Management

Sem	Course Title	Course Type	Credits
3	Security Analysis & Portfolio Management	DSE	4
3	Banking, Financial Services, and Insurance	DSE	4
4	Financial Analytics and Modelling	DSE	4
4	Derivatives Market	DSE	4

## Business Analytics

Sem	Course Title	Course Type	Credits
3	Business Intelligence and Data Visualization	DSE	4
3	Marketing Analytics	DSE	4
4	HR Analytics	DSE	4
4	Supply Chain and Operations Analytics	DSE	4

## Healthcare Management

Sem	Course Title	Course Type	Credits
3	Basics of Healthcare Management	DSE	4
3	Hospital Planning and Designing	DSE	4
4	Healthcare Laws and Ethics	DSE	4
4	Quality Care and Accreditation for Healthcare	DSE	4



# Tools & Technologies To Acquire During MBA\*

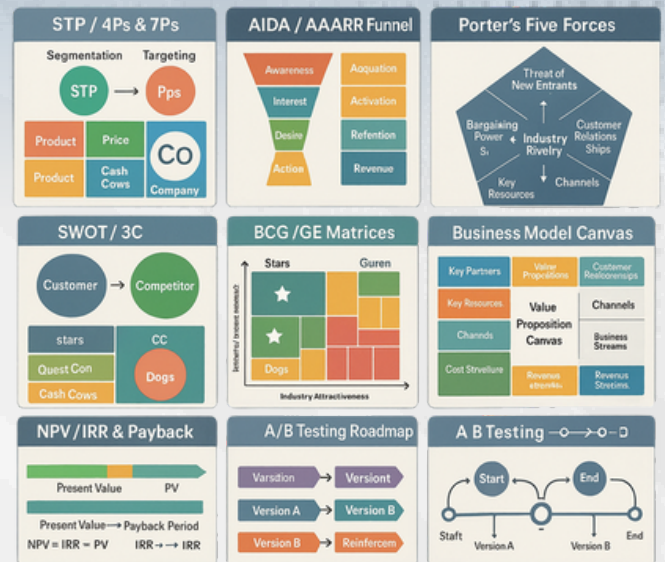
## Conventional technologies to learn

- **Spreadsheets (Excel advanced):**
  - Pivot Tables, Power Query, Solver → build financial models, forecasts, dashboards.
- **Presentations (PowerPoint/Google Slides):**
  - visual storytelling, executive decks, data-led narratives → influence decisions.
- **Databases & SQL (concepts):**
  - querying relational data → sharper analytics for ops/marketing/finance.
- **CRM/ERP concepts:**
  - Salesforce/HubSpot, SAP basics → understand revenue pipelines & enterprise processes.
- **Statistics for managers:**
  - hypothesis tests, regression → evidence-based decisions.



## Emerging technologies to learn

- **Business Intelligence (Power BI/Tableau/Looker):**
  - interactive dashboards → real-time KPI tracking.
- **Generative AI & Prompting (ChatGPT/Copilot):**
  - research, summarization, content & analysis → 2–5× productivity.
- **Marketing & Growth Tech (GA4, Tag Manager, Ad platform):** measure attribution → optimize ROI.
- **Low / No-code (Power Apps, Airtable/ Zapier):**
  - rapid prototypes → automate workflows.
- **RPA fundamentals (UiPath/Power Automate):**
  - automate routine reporting → fewer errors, faster cycles.
- **Cloud fundamentals (AWS/Azure/GCP):**
  - basic services & data warehousing → speak the language of tech teams.



## Useful software tools to learn

- Excel (advanced), Power BI/Tableau, GA4 + Tag Manager, basic CRM (HubSpot/Salesforce concepts), SPSS/JASP or Python (pandas) for analysis, MS Project/Trello/Asana for execution, Notion/Confluence for knowledge, ChatGPT/Copilot for drafting & analysis.



## Useful frameworks to learn

- STP/4Ps & 7Ps, AIDA/AAARRR funnel, Porter's Five Forces, SWOT/3C, BCG/GE matrices, Value Proposition Canvas, Business Model Canvas, Balanced Scorecard, OKRs, NPV/IRR & Payback, A/B Testing roadmap, Change Management (ADKAR).

## Useful case-studies to analyse

- **HUL rural reach & portfolio strategy** → segmentation & channel economics.
- **Reliance Jio market disruption** → pricing, scale, network effects.
- **HDFC Bank cross-sell & risk controls** → CLTV, credit policy.
- **TCS/Infosys digital transformation plays** → solution selling & utilization.
- **Nykaa / Flipkart / Swiggy-Zomato** → unit economics & omnichannel → CAC/LTV, contribution margin.
- **IRCTC scale & reliability** → ops metrics, demand management.



\*Disclaimer: The tools, technologies, frameworks & other aspects listed here are suggestive pathways for learners' skill development and career progress. These areas are expected to be pursued independently by learners to take ownership of their professional growth and employability.



Career Cluster	Sample Roles	Value You Create
<b>Strategy &amp; Consulting</b>	Strategy Analyst, Management Consultant	Solve high-impact problems; shape enterprise direction.
<b>Marketing &amp; Brand/Growth</b>	Brand Manager, Product/Digital Marketing Lead	Build demand, market share, and customer equity.
<b>Finance &amp; Investment</b>	Financial Analyst, Corporate Finance, Investment Banking	Optimize capital, profitability, and risk.
<b>People &amp; Culture (HR)</b>	HRBP, Talent Acquisition Lead, L&D Specialist	Strengthen talent pipelines and performance.
<b>Business Analytics &amp; Tech Strategy</b>	Business/BI Analyst, Data Strategy Associate	Turn data into decisions and digital advantage.
<b>Sales &amp; Commercial</b>	Key Account Manager, Regional Sales Manager	Drive revenue growth and channel performance.
<b>Operations &amp; General Management</b>	Operations Manager, Program Manager	Improve efficiency, quality, and scale.
<b>Healthcare &amp; Hospital Management</b>	Operations Manager, Administrator	Elevate patient experience and service delivery.
<b>Entrepreneurship &amp; Startups</b>	Founder/Operator, Early-stage Leader	Build and scale new ventures or family businesses.



## Sectors & Employers

Sector	Major Recruiters*
<b>Consulting &amp; Strategy</b>	McKinsey, BCG, Bain, Deloitte, KPMG, PwC
<b>Banking &amp; Finance</b>	HDFC Bank, ICICI, Kotak, Axis, SBI, Goldman Sachs, JP
<b>FMCG &amp; Retail</b>	HUL, Nestlé, ITC, Marico, Reliance Retail
<b>Technology &amp; IT Services</b>	TCS, Infosys, Wipro, Accenture, Capgemini
<b>E-commerce &amp; Startups</b>	Amazon, Flipkart, Nykaa, Zomato, Swiggy, Meesho
<b>EdTech &amp; FinTech</b>	upGrad, BYJU'S, CRED, Razorpay, Zerodha
<b>Healthcare &amp; Pharma</b>	Apollo Hospitals, Fortis, Cipla, Dr. Reddy's
<b>Manufacturing &amp; Energy</b>	Tata Steel, JSW, L&T, Indian Oil, Adani Group

Disclaimer: The career clusters, sample roles, value creation examples, sectors, and recruiters mentioned are indicative and for illustrative purposes only. Actual career outcomes depend on individual student performance, skills, market conditions, and recruiters' requirements. The University does not guarantee specific roles, companies, or employment to any student.



# Career Outcomes- Placements & Startups\*



## INR 36 LPA

Highest University Package

## 10,000+ Successful Alumni

Placed in Corporates or Managing Businesses

- **Dedicated Placement Cell**

- 275+ Hiring Partners Onboard: We work with top companies like Amazon, Deloitte, Nestlé, TCS, HDFC Bank, and many more. Get career assistance through webinars, job alerts, virtual placement drives.\*

- **Impressive Placement Outcomes**

- Roles secured by our alumni include Product Manager, HR Consultant, Data Analyst, and Marketing Executive.\*

- **Competitive Salary Packages**

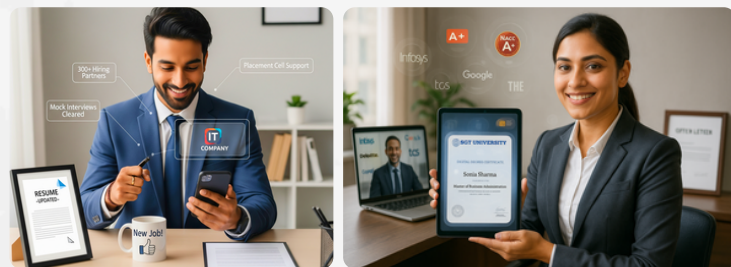
- Fresh post graduates report average packages of ₹6–9 LPA, often higher for working professionals.\*

- **Career Services & Skill Development**

- Professional development training to boost your employability. Access resume workshops, mock interviews, LinkedIn optimization, and soft skills training as part of your journey.\*

- **Real-World Mentorship**

- Get paired with industry mentors who guide you on transitioning from campus to corporate.\*



# Startup & Entrepreneurship - Incubation & Funding\*



## 50+ Startups Incubated

- Join a proven track record of innovation — your venture could be the next success story.

- **Turn Ideas into Ventures**

- Got a startup idea? We help shape it into real business.\*

- **Access to Atal Incubation Centre**

- Online learners get full access to SGTU's on-campus startup incubation ecosystem.\*

- **Expert Mentorship & Business Planning**

- Receive hands-on guidance in crafting business plans and go-to-market strategies.\*

- **Connect with Investors, Industry Leaders**

- Tap into a powerful network of mentors, entrepreneurs, and funding partners.\*

- **Launch While You Learn**

- Earn your degree while building your startup — a rare blend of learning and entrepreneurship.\*

\*Disclaimer: Participation in campus placement activities is a privilege and not a guarantee or right. The University and its Placement Cell facilitate opportunities by inviting recruiters; however, the final selection, number of offers, and type of roles are solely at the discretion of the recruiting organizations. The University does not assure employment, salary levels, or job profiles to any student. \*Disclaimer: The University provides incubation support, mentorship, and networking opportunities to encourage student entrepreneurship. However, funding, investor interest, and the success of any startup depend on external factors beyond the University's control. Neither funding nor venture success is assured; outcomes vary based on the merit of the idea, execution, and market conditions.



# Success Stories - SGTU\*



**Akshay Mattas**  
Assistant Manager  
Ministry of Elec & Info Tech



**Kapil Chauhan**  
Human Resources Exec  
Amazon



**Isha Sharma**  
Finance Executive  
Flipkart



**Charandeep Singh**  
Executive  
KPMG



**Omveer Singh**  
Ad Campaign Specialist  
Disney+ Hotstar



**Nidhi**  
System Engineer  
Maruti Suzuki India



**NIKHIL MATHEW**  
Fund Accounting  
JPMorgan Chase



**Dr. Arpita Roy**  
Manager  
PwC



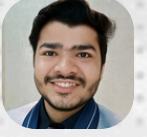
**Himani Bhardwaj**  
HR Coordinator  
Google Via Randstad



**Kshitiz Sharma**  
Automation Engineer  
Deloitte



**Ankur Phour**  
Associate Consultant  
HCLTech



**Lavish Mudgal**  
Financial Analyst  
Wipro



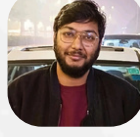
**Sonakshi Malik**  
Analyst  
American Express



**Meghna Yadav**  
Training Manager  
Wipro



**Anurag Rawat**  
Backend Developer  
Infosys



**Aloy Bhattacharya**  
Analyst  
Capgemini



**Ashish B**  
Consultant  
IBM



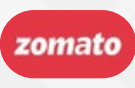
**Saumya Dixit**  
Area Sales Manager  
Jio Finance Ltd



**Muskan Bhardwaj**  
Associate  
Genpact



**Ankan Chatterjee**  
Associate  
Zomato



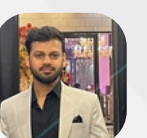
**Aman Maan**  
Manager  
Reliance Industries Limited



**Shailesh Chaturvedi**  
Data Engineer  
Jio Platforms Limited



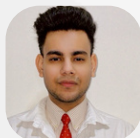
**Romana**  
Manager  
PepsiCo



**Abhishek Pawar**  
Supply Chain Associate  
Jindal steel and power



**Himanshu Malhotra**  
Analyst  
Bank of America



**Manav Nishal**  
New Product Developer  
Honda Cars India Ltd



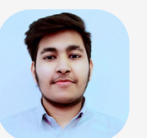
**Kartikae Sharma**  
Business Executive  
IndiGo (InterGlobe Aviation)



**Aman Jain**  
Credit Manager  
HDFC Bank



**Kajal Rawat**  
Asst Manager- Marketing  
Max Healthcare



**Aman Agarwal**  
System Engineer  
Tata Consultancy Services



**Manad Sethi**  
Process Engineer  
Cognizant



**Bhawna Singh**  
HR Executive  
Cognizant



**Sunmeet Singh**  
Assurance Associate,  
Ernst & Young (EY)



**Roohi Mahajan**  
Consultant  
EY



**Divya Chhikara**  
Ai Decision Science Analyst  
Accenture



**Shubham Saini**  
Senior Software Engineer  
Accenture





# Admissions | Fees | Financing | Scholarships

Program	Total Sem	Reg Fee [R] One time only	Tuition Fee [T] Per Sem	Exam Fee [E] Per Sem	Semester Fee [T+E]	Total Tuition Fees [T*Total sem]	Total Exam Fee [E* Total sem]	Program Fees (R+T+E)* Total sem	Program Fee After 20% Scholarship *	Semester Fee After 20% Scholarship *
MBA	4	1000	22500	2000	24500	90000	8000	99000	81000	20000
MCA	4	1000	22500	2000	24500	90000	8000	99000	81000	20000
BBA	6	1000	12750	2000	14750	76500	12000	89500	74200	12200
BCA	6	1000	13500	2000	15500	81000	12000	94000	77800	12800
B.Com.	6	1000	9500	2000	11500	57000	12000	70000	58600	9600

Note: \*Nominal transaction charges (additional to fee) would be levied by Payment Gateway Firm to the applicant only. Charges would become visible at time of payment to the applicant.  
Refund Policy as per UGC Guidelines and University Policies. Registration Fees is Non-refundable. For more details contact academic advisor in admissions team.

## Small Investment Big Returns

- **Transparent & Affordable Fees**
  - Our online programs are priced fairly & most affordable among India's premier universities.
- **Easy Monthly Installments - EMI**
  - Can pay semester-wise or through EMI plans to ease financial pressure.
- **Education Loans Made Simple**
  - Our team helps you get loans and provides all required documents.
- **Fees Scholarships**
  - If you qualify, you can get a scholarship under the available categories. Details would be shared by academic advisor.
- **Corporate Linked Discount Pricing**
  - Group admissions or employer-sponsored candidates can apply for company-linked offers.
- **24x7 Student Support**
  - Have questions on payment, fees, or scholarships? Our team is just a call or message away. Contact Now!



## Admissions Process

- 1 Login to Application Form Profile with OTP or with login credentials sent on email.
- 2 Fill in your basic details & pay registration fee.
- 3 Start filling Admission Form. Fill in your education details. Upload supporting documents.
- 4 Generate ABC ID/ DEB ID on UGC website mentioned in form. Submit the admission form.
- 5 Pay Semester Fee.
- 6 University will verify documents and eligibility. Estimated Time: Few working days
- 7 Student Registration in University Records. LMS Activation. You would receive LMS credentials through email. ID Card would also be shared.



# Frequently Asked Questions

## Admission & Eligibility FAQs

- **Q. Are these online degrees legitimate and equivalent to on-campus degrees?**
  - Yes, absolutely. SGT University's (SGTU) online degrees are UGC-entitled and NAAC A+ accredited, making them fully legitimate and equivalent to on-campus degrees. As per UGC guidelines, they hold the same value for jobs and higher education. The degree certificate mentions the mode (Online), but this does not impact recognition or acceptance.
- **Q. Can I pursue these online programs while working full-time?**
  - Yes – these programs are designed with working professionals in mind. Live sessions are usually scheduled on weekends and are recorded for flexibility. Many students successfully balance jobs, family, and study due to the self-paced format.
- **Q. Will my degree mention that it was completed online?**
  - Yes, the degree will mention the mode of learning (Online) in line with UGC policy. However, this does not affect its recognition or validity. Certificate is awarded by SGTU & is fully respected for employment, higher education everywhere.
- **Q. Can I apply for more than one course at the same time?**
  - Yes, you can pursue two programs simultaneously — one in online mode and one in regular mode — provided their class timings don't clash, as per UGC guidelines.
- **Q. What is the maximum duration to complete each program?**
  - You can take up to double the minimum duration: 2-year PG programs must be completed within 4 years | 3-year UG programs within 6 years.
- **Q. What if I need to take a break from the program?**
  - You may take a semester break with prior notice. Rejoining is allowed within the maximum duration. Minimal re-registration formalities may apply.
- **Q. Is there a registration fee for enrollment?**
  - Yes, a one-time registration fee is applicable at time of admission. Refer to the official course page for the amount.
- **Q. Do I need to attend any classes on campus?**
  - No, the entire program — classes, assignments, and exams — is conducted online. No physical attendance required. However, you may choose to attend the on-campus convocation ceremony after completing your degree.

## Classes, Curriculum, and Faculty FAQs

- **Q. How are classes conducted in the online mode?**
  - Classes are held online through a Learning Management System (LMS), with live lectures on weekends — typically 4 hours on Saturdays and 6 hours on Sundays. Recordings are made available for flexible access.
- **Q. Do you provide doubt-solving sessions?**
  - Yes, we conduct 30-minute doubt-clearing sessions after each class. Additionally, 15-day revision and doubt-solving sessions are held before exams. Students can also schedule 1-on-1 time with faculty for deeper support.
- **Q. What is the duration of a 1-on-1 doubt-solving session?**
  - Sessions usually last around 30 minutes, but can vary depending on the student's query. If needed, personalized time slots with faculty can be arranged.
- **Q. Will I get a student ID card?**
  - Yes, an e-ID card in PDF format will be issued. You can download and print it for your use.
- **Q. Can I have one-on-one interaction with faculty?**
  - Absolutely. Each student is assigned a mentor, and faculty are available for 1-on-1 support through scheduled appointments or designated mentorship slots.
- **Q. What kind of support will I receive during the program?**
  - Students receive continuous academic and technical support via live classes, recorded sessions, discussion forums, dedicated mentorship, and a 24x7 helpdesk (phone/email/chat).



# Frequently Asked Questions

## Examinations and Assessments FAQs

- **Q. What is the mode of examination for online students?**
  - Exams are conducted online in a proctored format. You can take them from home using a laptop/PC with a webcam and stable internet. AI tools and live invigilators ensure integrity.
- **Q. Are mock tests provided before exams?**
  - Yes, mock tests are available on the LMS to help you understand the format and environment of online exams.
- **Q. Do I need to visit the campus for exams?**
  - No campus visit is required. Everything — including exams — is 100% online for students enrolled in online programs.
- **Q. What happens if I miss the exam?**
  - You can appear for missed subject in the next exam cycle, but will need to pay the applicable re-exam / re-appear fee.
- **Q. What if I fail in a subject? Do I need to pay again?**
  - Yes, you will need to pay ₹500 per failed subject and reappear during the next semester's exams.
- **Q. Will I be promoted if I fail in a semester?**
  - Yes, promotion to the next semester is allowed even if you fail. However, you will need to clear the pending subjects later.
- **Q. Will I be penalized for late assignment submission?**
  - Assignments follow fixed deadlines. There's no late submission fee, missed deadlines result in loss of marks / grades.
- **Q. What happens if I miss both the exam and assignment deadlines?**
  - You'll need to re-register for the applicable semester, pay applicable exam fee, complete pending components in next cycle.

## Placement and Career Support FAQs

- **Q. What kind of career support or placement assistance is provided?**
  - SGTU offers robust career support through personality development workshops, resume-building sessions, LinkedIn profile reviews, communication skills training, and mock interviews. Industry mentors and webinars by experts prepare students for real-world job roles.\*
- **Q. Are online students eligible for campus placement drives?**
  - Yes, online learners are invited to participate in campus placement drives. Many placement processes are also conducted virtually for convenience.\*
- **Q. Is there a difference between online and offline placement procedures?**
  - No major difference. online placements provide flexibility by allowing companies to interview students from anywhere in India.
- **Q. Do I have to visit the university campus for placement interviews?**
  - No, interviews can be conducted virtually. However, if recruiter conducts an in-person drive, students must attend physically.
- **Q. Is there any placement guarantee?**
  - No university can guarantee placements. However, SGTU provides comprehensive support to maximize your employability and connect you to the right opportunities. Success depends on your effort, skills, and engagement with the process.\*
- **Q. What are the real-world career outcomes after completing an online degree?**
  - Each program is aligned with high-demand job roles in sectors such as marketing, analytics, finance, HR, and more. You will graduate with practical project experience and industry-recognized tools that boost your profile.

## Fee, Payment, and Scholarship FAQs

- **Q. What is the registration fee for enrollment?**
  - There is a one-time registration fee, payable at the time of admission. The exact amount is provided on the program page.
- **Q. Can I pay the fees in installments?**
  - Yes, EMI (Equated Monthly Installment) options are available to help spread the cost.
- **Q. What are the charges for re-evaluation, re-examination, or late assignment submission?**
  - Re-evaluation and re-examinations are chargeable as per the fee structure (e.g., ₹500 per subject). There is no specific late fee for assignments, but deadlines must be followed.
- **Q. Are there any scholarships or discounts or fee waivers available?**
  - Yes, students can avail fee waivers depending on eligibility. Details are available on website in relevant sections.

## General Queries and Miscellaneous FAQs

- **Q. What happens if I fail to complete assignments or exams on time?**
  - In such cases, you'll need to re-register for the next semester and pay the applicable exam fees. However, timely reminders via SMS and LMS notifications help prevent this.
- **Q. Will I get an ID card as an online student?**
  - Yes. You'll receive a downloadable e-ID card in PDF format from the university.
- **Q. How can I reach support if I face any issue?**
  - You can contact our dedicated support system via phone, email, or LMS helpdesk. Separate contacts are available for:
    - General academic/technical support, Faculty-related concerns, LMS or content access issues
- **Q. Can I attend convocation in person after completing my program?**
  - Yes. While the program is fully online, you'll be invited to attend an on-campus convocation ceremony, which is optional but a great way to celebrate your achievement.

\*Disclaimer: Participation in campus placement activities is a privilege and not a guarantee or right. The University and its Placement Cell facilitate opportunities by inviting recruiters; however, the final selection, number of offers, and type of roles are solely at the discretion of the recruiting organizations. The University does not assure employment, salary levels, or job profiles to any student. \*Disclaimer: The University provides incubation support, mentorship, and networking opportunities to encourage student entrepreneurship. However, funding, investor interest, and the success of any startup depend on external factors beyond the University's control. Neither funding nor venture success is assured; outcomes vary based on the merit of the idea, execution, and market conditions.



**SGT**  
**ONLINE**  
Entitled by UGC

**Your Success Story Begins Here -  
Apply Now to Get Started!**



**Contact Our Expert Academic Advisors**

**For New Admission Registration**

**Phone:** 9266609003

(Mon–Sat, 9 AM – 6 PM IST)

**Email:** [admission@sgtonline.in](mailto:admission@sgtonline.in)

**Online Application Form:** [apply.sgtuonline.com/](https://apply.sgtuonline.com/)

**For Already Admitted Students Support**

**Email:** [support@sgtonline.in](mailto:support@sgtonline.in)

**For General Queries**

**Email:** [info@sgtonline.in](mailto:info@sgtonline.in)



**ONLINE DEGREE PROGRAMS**

**UGC ENTITLED | NAAC A+ | GLOBALLY TOP RANKED**

**MBA | MCA | BBA | B.COM | BCA**

✓ **Specializations Offered\***

- ✓ Marketing, Digital Marketing
- ✓ Finance, Business Analytics
- ✓ Healthcare Management, HR
- ✓ AI & ML, Data Science
- ✓ Web Dev, Cyber Security
- ✓ Cloud Computing, Blockchain

\* Different for each program

✓ **Special Highlights:-**

- ✓ 100% Online Mode
- ✓ Flexible Learning at Own Pace & Place
- ✓ Industry Aligned Curriculum
- ✓ AI-Integrated Courses
- ✓ NEP 2020 based Innovative Programs
- ✓ One-on-One Mentorship
- ✓ 100% Placement Assistance
- ✓ INR 36 Lacs Highest University Package
- ✓ 50+ Startups Fundings
- ✓ Affordable Fees, Scholarships, EMIs

**Apply Now | [www.sgtuonline.in](https://www.sgtuonline.in)**

