



KURUKSHETRA UNIVERSITY, KURUKSHETRA

(Established by the State Legislature Act XII of 1956)

("A+" Grade, NAAC Accredited, Category-1 University)



ONLINE PROGRAM

From One Of The Prestigious
University Of India

MBA

Master of Business
Administration



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About KUK



The Kurukshetra University was established in 1956 as a unitary residential University and its foundation stone was laid by late Dr. Rajendra Prasad, the first President of India. Located in the holy city of Kurukshetra, land of the historical battle of 'Mahabharata' and the great message of Bhagwad Gita, its campus is situated on the western bank of Brahmi Sarover (the holy tank) and extends over an area of over 400 acres. Commenced with the Department of Sanskrit, it has grown into a multi-department University and has become one of the premier centres for advance study and research.

MBA Overview

Duration

2 Years

Specializations

5

Mode of Instruction

Online

01

**Flexible
Learning**



02

**Access To Learning
Resources**



**MBA
Highlights**



**Cutting-Edge
Curriculum**

03



**Adherence to
4 Quadrants of UGC**

04

Why KUK?

Flexible Learning Options

Pursue your education from anywhere, at any time.

Diverse Course Offerings

Explore a wide range of courses across with multiple choices of specializations in various disciplines.



Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment.

Expert Faculty

Learn from our distinguished faculty members and industry experts.

Comprehensive Support Services

Receive personalized support throughout your journey, with dedicated relationship officers.

Convenient Online Exams

Take exams conveniently from home or any location with internet access.



MBA Specializations



**Finance
Management**



**Information Technology
Management**



**Marketing
Management**



Business Analytics



**Human Resource
Management**

MBA Program Structure

Semester 1 (Common)

Management Process and Organizational Behaviour

Fundamentals of Statistics for Business Decision

Managerial Economics

Financial Accounting

Business Communication

Indian Economy and Business Environment

Semester 2 (Common)

Human Resource Management

Computer Applications in Management

Marketing Management

Financial Management

Business Research Methods

Production and Operations Management

1 Finance Management

Semester 3

Strategic Management

Optimization Models for Business Decisions

Summer Training / Project Work

Quantitative Analysis for Financial Decision Making

Foreign Exchange Management

Banking and Financial Services

Corporate Re-structuring and Control

Semester 4

Business Ethics and Corporate Governance

Entrepreneurship Development

Comprehensive Viva -Voce

Financial Engineering

Project Planning and Management

Behavioural Finance

Private Equity and Wealth Management

2 Information Technology Management

Semester 3

Strategic Management

Optimization Models for Business Decisions

Summer Training / Project Work

Business Intelligence and Analytics

Enterprise Resource Planning

Relational Database Management System

System Analysis and Design

Semester 4

Business Ethics and Corporate Governance

Entrepreneurship Development

Comprehensive Viva -Voce

Data Warehousing and Data Mining

Software Engineering

E-Commerce

Information Security and Cyber Laws

3 Human Resource Management

Semester 3

Strategic Management

Optimization Models for Business Decisions

Summer Training / Project Work

Management of Industrial Relations

HR Analytics

HRD : Systems and Strategies

Group Dynamics and Leadership Excellence

Semester 4

Business Ethics and Corporate Governance

Entrepreneurship Development

Comprehensive Viva -Voce

Training and Development

Strategic Human Resource Management

Talent Acquisition and Performance Management

Change Management & Organizational Development

4 Marketing Management

Semester 3

Strategic Management

Optimization Models for Business Decisions

Summer Training / Project Work

Advertising Management

Marketing Research and Analytics

Digital Marketing

Strategic Brand Management

Semester 4

Business Ethics and Corporate Governance

Entrepreneurship Development

Comprehensive Viva -Voce

Business Marketing

Services Marketing

Strategic Marketing

Rural and Agri-Business Marketing

5 Business Analytics

Semester 3

Strategic Management

Optimization Models for Business Decisions

Summer Training / Project Work

Business Analysis using Excel

Fundamentals of Econometrics

Data Mining and Data Warehousing

Decision Modelling and Data Analysis

Semester 4

Business Ethics and Corporate Governance

Entrepreneurship Development

Comprehensive Viva -Voce

Time Series Data Analysis

Applied Multivariate Analysis

Financial Modelling

Predictive Analysis for Business Decision

Admission Process

01

STEP



Online Counselling

Our online counselors will provide guidance to potential students regarding their selected program



02

STEP



Online registration to Admission Portal

Access to the admission portal is granted through online registration, enabling students to log in to their personal accounts.



03

STEP



Fee Payment

Students receive a fee payment link in their respective account to complete payment.



04

STEP



Documents verification by university admission team

The university reviews the uploaded documents and confirms eligibility within a span of 4 Days. Submission of documents and payment is subject to eligibility criteria as per the guideline of the university.



05

STEP



Access to Learning Management System (LMS)

Upon successful fee payment, eligible students are granted access to the LMS within a span of 48 hours.



06

STEP



Student Support

Our dedicated team of counsellors help the student in every step.

Eligibility

Graduation from any recognized University.



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