



JAIN
DEEMED-TO-BE UNIVERSITY

ONLINE



#ItAllAddsUp to a successful career

Live Classes



Self Learning Material



Discussion Forums



Online Exams



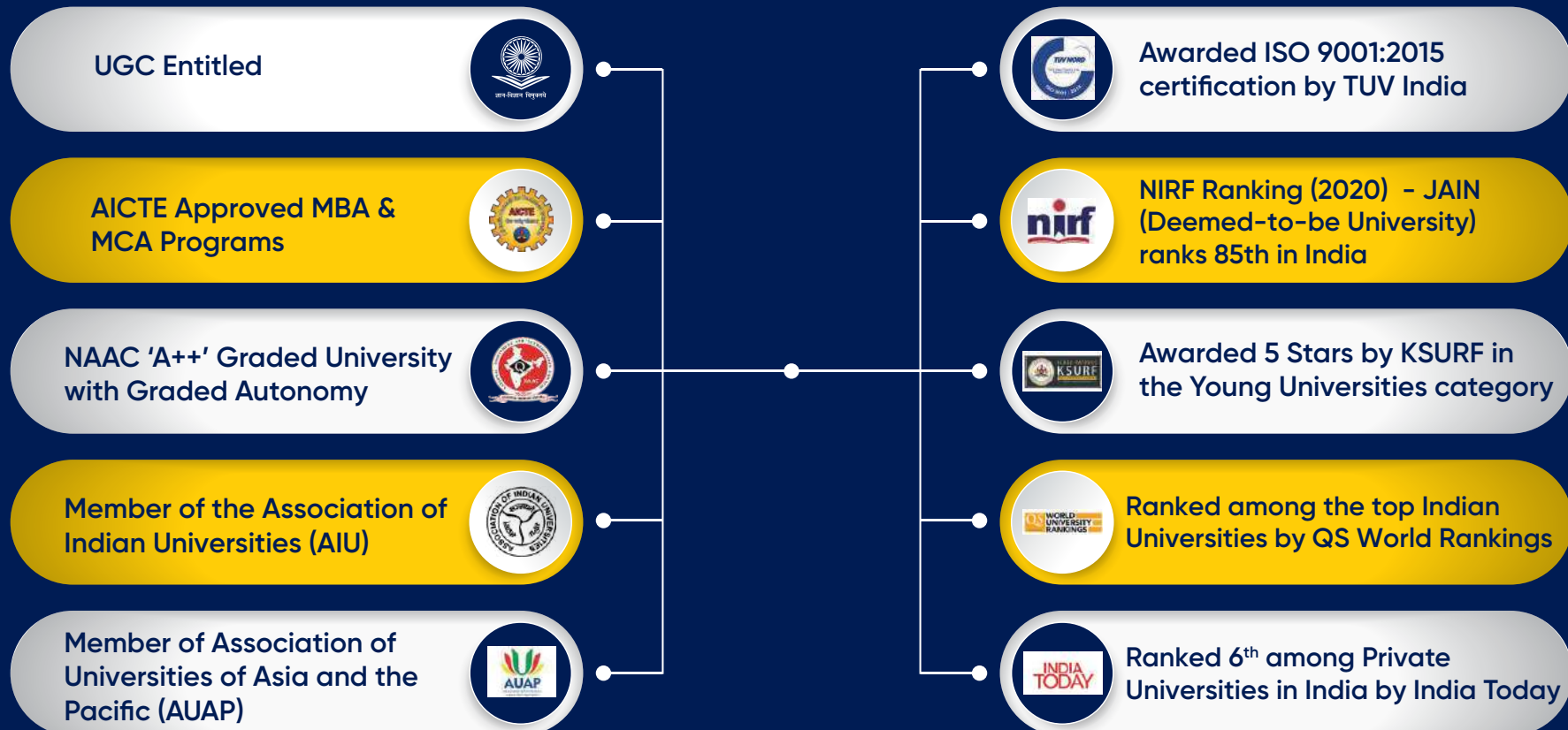
About JAIN (Deemed-to-be University)



Ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, JAIN (Deemed-to-be University) is a hub for learning in every sense of the word.

The University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academically or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, JAIN (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and groundbreaking work to simplify and manage life better.

Ranking & Accreditations





About JAIN Online

We are JAIN Online, the e-learning platform of JAIN (Deemed-to-be University), Bangalore, founded by Dr. Chenraj Roychand, a visionary who believes without a doubt education is the superpower that can transform our lives and the future of the nation. The University functions under the wing of JAIN Group, an established education provider and entrepreneurship incubator with 30 years of credibility. Staying true to its vision, the University lays equal importance to education, entrepreneurship, research, and sports attracting thousands of students from India and worldwide every year to pursue their higher education.

Online degree programs are gaining immense popularity worldwide due to the freedom it allows learners to obtain a higher education degree from the comfort of their homes without compromising the quality of education or its outcomes.

At JAIN Online, we strive towards empowering our learners with the latest knowledge and skills in various industry domains to help design their professional lives efficiently. Our academic programs cater to learners from diverse proficiency levels and career goals and show them the most efficient and convenient way of achieving their aspirations. Our academic programs can serve as the perfect upskilling option for both novice and experienced.

JAIN Online points you towards new horizons and fresh pathways bringing to fore a new line of courses that is industry-relevant with futuristic skill sets.

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional
and Open Elective Courses



Learning Hours and Credits at Par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates

Our Skilling Partners

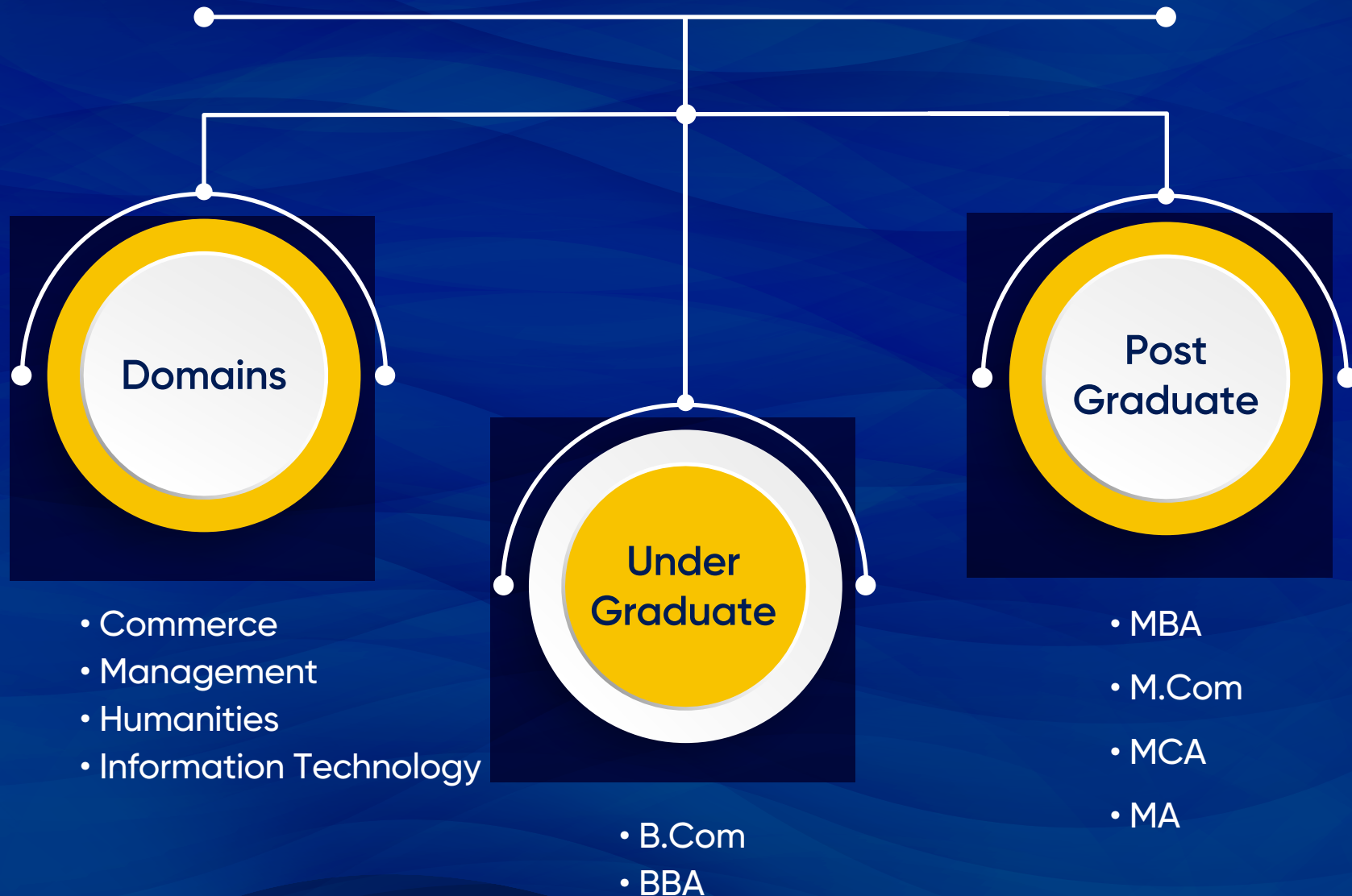
JAIN (Deemed-to-be University) has partnered with a few leading organizations to create innovative content for niche Electives. Our partners are well established players in the education sector and are known for their contribution in developing and delivering quality courseware.

A learner will get access to both hard and soft resources including sessions from a partner's pool of faculty and trainers.

The comprehensive high-quality learning content provided by our knowledge partners will enable one to advance learning, knowledge and abilities and to be skilled in the chosen Elective.



Programs Offered in Online Mode



Master of Business Administration (MBA)

This is a Master's Level program, leading to the grant of a degree of Master of Business Administration of JAIN (Deemed-to-be University). This two-year program offers foundation courses, core courses, elective courses, and a comprehensive master thesis intermediary apart from an option to pursue a cross-functional and open elective. The core and elective courses incorporate the AICTE's model curriculum as prescribed for a full-time MBA program. The elective courses have been designed keeping in mind the industry's requirements. The offering of these elective courses right from the 2nd Semester of the program ensures a deep dive into the elective. The program is designed to provide in-depth knowledge of the chosen elective and its applications in improving business processes and decision making. The program's curriculum is intended to increase a learner's business knowledge and leadership skills thus providing a way to accelerate one's career for corporate roles in management.

Electives Offered	Fee Per Year
Human Resource Management	₹ 75,000
Finance	₹ 75,000
Marketing	₹ 75,000
General Management	₹ 75,000
System and Operations Management	₹ 75,000
Finance and Marketing	₹ 85,000
Human Resource Management and Finance	₹ 85,000
Marketing Human Resource Management	₹ 85,000
Information Technology Management	₹ 85,000
Healthcare Management	₹ 85,000
Project Management	₹ 85,000
Entrepreneurship and Leadership	₹ 85,000
Logistics and Supply Chain Management	₹ 85,000
Business Intelligence and Analytics(Accredited by IoA, UK)	₹1,30,000
International Finance (Accredited by ACCA, UK)	₹ 1,30,000

Please Note - One Time University Registration Fee of ₹2,500 and Yearly Examination Fee of ₹ 3,000 are Applicable

Eligibility:

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB /ICSE recognized by the State or Central Government.

Candidates who are due to appear in the (10+2) examination are also eligible to apply.





FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in
Human Resource Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Human Resource Management is the most happening function and is considered to be all-time favorite of the management domain. HR teams act as the interface between the outside job markets and the internal organization.

This elective provides you with an in-depth understanding and incredible level of insight into the industry. It will help you to play a more active leadership role. HR is considered to be the backbone of any organization which binds and holds on to all the people of various departments of any organization. Dealing with people's skills, capabilities, systems, practices, speed, language, bonding, and behaviors, helps execute the firm's strategies successfully. HR professionals have a great opportunity to play at the interdepartmental level. The HR department is vested with the responsibility to provide the right talent for organizations, which is pivotal for improving the effectiveness and efficiency of organizations.

HR elective helps you to man different roles, including Talent acquisition specialist, Corporate trainers, Learning & Development, Employee Engagement and Development specialist and Leadership development Compensation & Benefits Manager to name a few. If you enjoy working with people and help them reach the echelons of a career, this is the right elective for you!

Elective Highlights

- + Strong foundation in the principles and practices of HRM
- + Thorough understanding of advanced courses like HR Metrics and Analytics, OD and Change Management etc.
- + Spread of courses for HR generalist and HR specialist roles
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of HR and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	International Human Resource Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Strategic Human Resource Management
Accounting & Finance	Talent Acquisition and Management	Human Resource Metrics and Analytics	Organization Development and Change Management
Organizational Behaviour and Human Resources Management	Learning and Development	Employee Reward Management	Leadership in Practice
Quantitative Techniques & Analytics	Industrial Relations and Labor Laws	Performance Management System	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Finance



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Finance, one of the key functions, is the lifeline of any business. A business house runs on money and managing cash flows becomes crucial and critical. Finance has been defined as the art and science of managing money.

Companies are relying on finance professionals more than ever to help them effectively manage cash, assets, investments, and business risk. Finance does not just involve numbers and ratios, it also involves analyzing these numbers to turn them into actionable insights. Knowing how to use quantitative data to solve business problems and help make businesses make sound decisions is a skill that will propel one's career. In an online MBA finance program, one can learn to solve organizational problems using established theories and techniques. Though a professional qualification in finance will make one expert in technical aspects what is required in reality is an ability to research, communicate, convince, adapt and be open to shifting one's opinions based on present facts and respond to the rapidly changing environment. Only a management course in finance can provide an apt mix of the diverse abilities required to be a successful finance professional. Studying finance opens up a lot of diverse and exciting career opportunities in the corporate sector, banking, financial institutions, FinTech start-ups, brokerage houses and consultancy/advisory firms. Varied career options include investment banker, financial advisor, financial analyst, risk manager, M&A consultant etc. Though working in the finance domain is challenging, it is very financially rewarding.

Elective Highlights

- + Strong foundation in the principles and practices of Finance
- + Thorough understanding of advanced courses like Derivatives, Investment Banking, Financial Analytics, etc.
- + Courses mirror global professional certifications in Finance like CFA, CFP, CIMA
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of Finance and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	International Finance
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Fintech: Foundations and Applications
Accounting & Finance	Direct and Indirect Taxes	Fixed Income Securities and Derivatives	Wealth Management and Behavioral Finance
Organizational Behaviour and Human Resources Management	Investment Analysis and Portfolio Management	Valuation and Investment Banking	Financial Modeling and Analytics
Quantitative Techniques & Analytics	Banking, Financial Services and Insurance	Project Appraisal and Finance	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Marketing



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

The current millennium has unfolded new business rules, the most significant of them being that past history or experience in a given product market is no indicator of future success. Market leadership cannot be taken for granted because customer loyalty does not exist anymore. In an era of global trends defining buying decisions, the customer today has a much wider choice; a buyer does not have to adhere only to the locally available brands/services. Given the plethora of television channels, apart from internet marketing and teleshopping, this millennium's customer wants and enjoys being wooed by marketers. Over a period, wooing and cajoling the customer will only intensify.

In the traditional selling concept, the main strategy of the company is to find customers for the product manufactured by them and "somehow" convince the customer into buying their product. The approach is through aggressive sales & sales promotion tools with a lot of emphasis on closing the sale even if it means cutting down on prices.

As a contrast to this, the Marketing concept emphasizes the importance of consumer needs & behaviour. The approach is to first understand the consumer needs & then approach him with an objective of satisfying him as the most important pursuit. The emphasis is on maximizing profits through consumer satisfaction rather than through just sales maximization. The aim of marketing is to understand the consumer and his needs so well that the product or service so developed should sell by itself. All that is required is to make customer satisfaction as an integral part of the company strategy.

In this situation, the knowledge of marketing concepts has become unbelievably valuable to the organisations to fight it out in a churning marketplace. This has resulted in a huge demand for online MBA marketing programs and the career growth of marketing professionals has been exponential in most organisations. Most CEOs and senior management executives in organisations in highly competitive markets are invariably from marketing backgrounds.

Elective Highlights

- + Strong foundation in the principles and practices of marketing
- + Thorough understanding with advanced courses like Integrated MarComm, Digital Marketing, Marketing Analytics etc.
- + Enhanced understanding of digital and social media strategies for intelligent marketing
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of marketing and management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Global Marketing
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	B2B Marketing
Accounting & Finance	Consumer Behavior	Agricultural and Rural Marketing	Retail Marketing and Brand Management
Organizational Behaviour and Human Resources Management	Supply Chain Management	Integrated Marketing Communications	Digital Marketing and Data Analytics
Quantitative Techniques & Analytics	Sales and Distribution Management	Marketing of Services and CRM	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in General Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

General Management involves taking care of all managerial activities of a business. The online MBA in general management program is very broad-based and covers all functional areas of management – Finance, Marketing, HRM, Operations, IT and more. This coverage ensures all-round understanding of the business.

The aim of this program is to expose a learner to varied management tasks and develop a mindset to drive performance across organization. The multidisciplinary courses equip one with knowledge and skills to build leadership competence.

Elective Highlights

- + Strong foundation in all critical functional areas
- + Thorough understanding of business functions through a basket of courses
- + Develop expertise in the core responsibilities of General Managers
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of courses from all domain
- + Analyze problems and propose actions in real-world situations as part of the Master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Retail Marketing and Brand Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Digital Marketing and Data Analytics
Accounting & Finance	Consumer Behavior	Integrated Marketing Communications	Organization Development and Change Management
Organizational Behaviour and Human Resources Management	Talent Acquisition and Management	Employee Reward Management	Wealth Management and Behavioral Finance
Quantitative Techniques & Analytics	Banking, Financial Services and Insurance	Investment Analysis and Portfolio Management	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in
Systems and Operations Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Today's customer looks for speed and accuracy of delivery along with variety. Operations encompasses all activities involved in delivering the product or service to the customer.

The combination of understanding and coordinating the work of a company are central to becoming a successful operations manager. Operations when supported by IT and Systems makes this process well-organized. Operations and Systems together have become a very important area of study in Management. In an era of rapid technological change and online innovation, the courses in the Systems and Operations area will prepare one to build expert knowledge and skills to work in organisations in the digital age. The application of latest technologies like IOT, Artificial Intelligence and Block Chain in the functional area of Operations is proving to be a major source of competitive advantage to organizations. The study of Operations coupled with Systems will equip a learner to contribute towards increased productivity and quality at reduced costs. The online MBA program in Systems and Operation Management will enable one to gain insights into technology management concepts and practices for better business decisions. With this unique combination of study one can focus on careers in either operations management or information systems.

Elective Highlights

- + Strong foundation in the concepts and practices in Systems and Operations Management
- + Thorough understanding with advanced courses like ERP, Business Intelligence, TQM, Lean & Six Sigma etc.
- + Robust perspective on applications across domains
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a unique blend of Systems, Operations and Management courses
- + Analyze problems and propose actions in real-world situations as part of the Master Thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Data Mining and Visualization
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	e-Business Technologies
Accounting & Finance	Enterprise Resource Planning	Information Technologies in SCM	Strategic Sourcing and Inventory Management
Organizational Behaviour and Human Resources Management	Business Intelligence and Applications	Total Quality Management	Strategic Operations Management
Quantitative Techniques & Analytics	Service Operations Management	Lean and Six Sigma	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *

Your Career *Springboard*

Master of Business Administration

with an Elective in Finance
and Marketing

 **2 YEARS** | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Marketing and Finance combination is one of the most sought electives. This is an integral as well as an indispensable part of the industry. Strictly speaking, these two fields can be viewed as completely different, but there's a lot you can learn from one, and transfer your experience to the other.

Marketing can help you get a job, promotion, and qualify for management and executive positions since it emphasizes developing leadership and communication skills. On the other hand, finance offers excellent earning potential and rewarding career options in a variety of industries. The finance domain has not just witnessed significant growth but has thrived under the economic churn, so it's safe to say that it is a little more secure than other ones. This combination of Marketing and Finance is breaking barriers for those who want to have a blend of desk and field jobs which makes this combination powerful. And together these two will not just enhance the learning but will open the door for various career opportunities, especially in the banking and financial services sector. This dual elective will provide a holistic overview of Marketing and Finance and will be a valuable asset in driving your career. By the end of your online MBA degree in Finance and Marketing, you will be equally competent in both electives.

Elective Highlights

- ❖ Strong foundation in the principles and practices of Marketing and Finance
- ❖ Thorough understanding of advanced courses like MarComm, FinTech, Finance Analytics, etc.
- ❖ Firm grip over two important business functions to deliver better results
- ❖ Industry aligned curriculum that delivers technical excellence and supplements professional skills
- ❖ Achieve business mastery with a unique blend of Marketing, BFSI, and Management courses
- ❖ Analyze problems and propose actions in real-world situations as part of the master thesis

Program Structure*

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	B2B Marketing
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Retail Marketing and Brand Management
Accounting & Finance	Investment Analysis and Portfolio Management	Integrated Marketing Communications	Fintech: Foundations & Applications
Organizational Behaviour and Human Resources Management	Banking, Financial Services and Insurance	Financial Services Marketing	Wealth Management & Behavioral Finance
Quantitative Techniques & Analytics	Supply Chain Management	Financial Analytics	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Your Career

Springboard

**Master of
Business Administration**
with an Elective in Human Resource
Management and Finance

 **2 YEARS** | UGC Entitled Online Degree Program

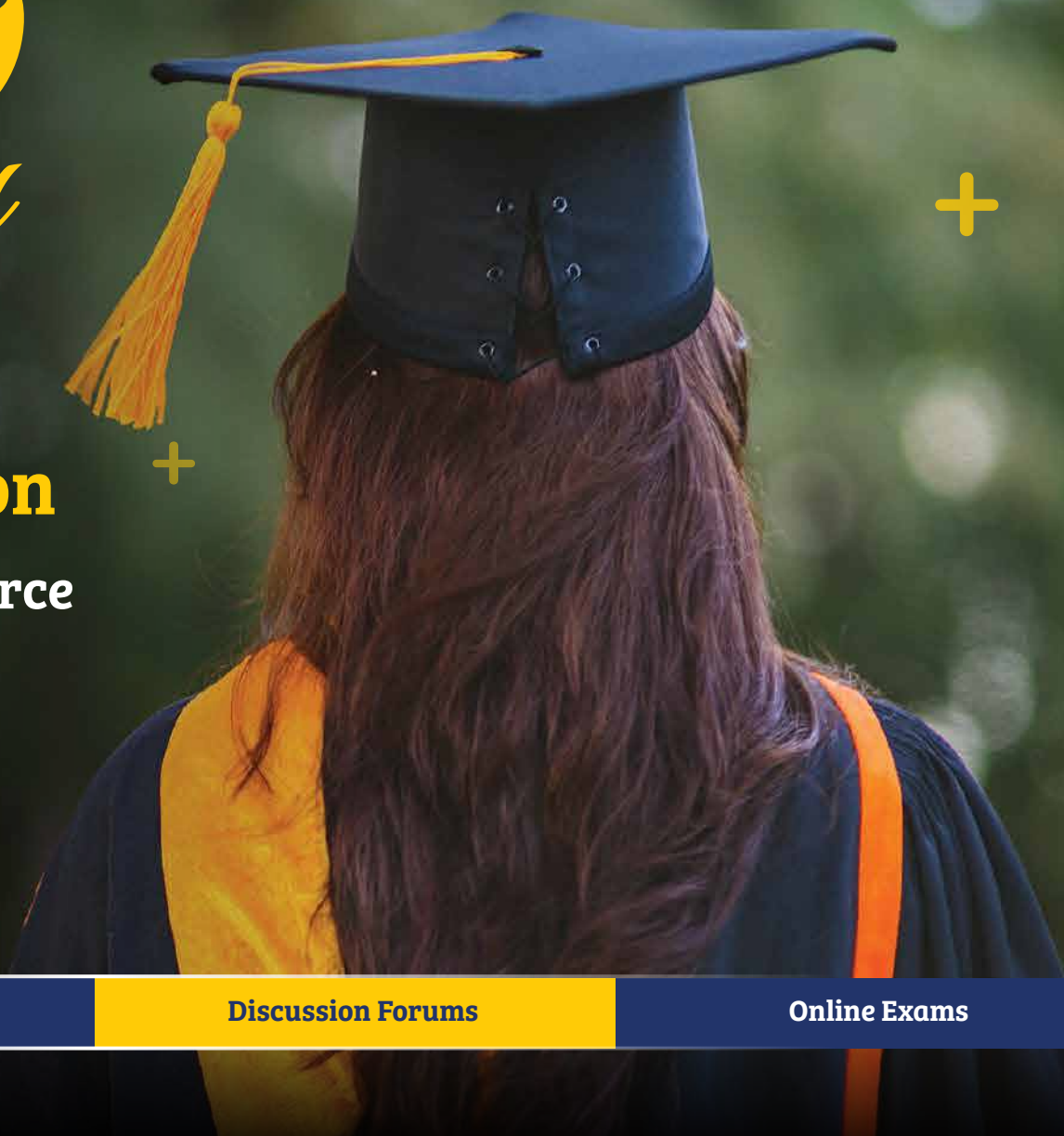


Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Rapid digitization, compatibility and access across several platforms and increased application of Artificial Intelligence models have completely transformed businesses and managerial decision-making.

Modern business is too complex and modern managers need to have a broad outlook. Consequently, professionals are required to have a diverse skill-set to be able to contribute across, with and within different business verticals. While on the face it appears that HR and Finance have different goals and principles, they are, in fact, inextricably intertwined. Without people resources, there would be no first-rate employees to keep the company growing and, without finance, there would be no way of knowing if the company has the resources available to hire and train them. Online MBA programs with elective in Finance and HRM seeks to build necessary skills for new-age management grads keen to join companies in FinTech, Banking, Financial Services and Insurance, Capital Markets Regulatory Agencies, Consultancies and EdTech sectors. The program is designed to build core skills in people management and finance along with managerial decision-making. Courses are carefully curated to develop a strong functional foundation in both HR and Finance. This elective is designed to enhance employment prospects in dual areas of human resources and finance.

Elective Highlights

- ❖ Strong foundation in the principles and practices of Finance and HR strategies
- ❖ Thorough understanding of advanced courses.
- ❖ Firm grip over two important business functions to deliver better results
- ❖ Industry aligned curriculum that delivers technical excellence and supplements professional skills
- ❖ Achieve business mastery with a unique blend of Finance, HR and Management courses
- ❖ Analyze problems and propose actions in real-world situations as part of the master thesis

Program Structure*

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Strategic Human Resource Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Organization Development & Change Management
Accounting & Finance	Investment Analysis and Portfolio Management	Direct Tax	Fintech: Foundations & Applications
Organizational Behaviour and Human Resources Management	Banking, Financial Services and Insurance	Employee Reward Management	Wealth Management & Behavioral Finance
Quantitative Techniques & Analytics	Talent Acquisition & Management	Performance Management System	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Marketing and
Human Resource Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Traditionally both Marketing and HR have been looked upon as separate entities with the former focused on external environment and the latter in an internal setting. In today's digital world, it's the union of Marketing and HR that is fueling a company's growth.

Both Marketing and HR represent a vital component to businesses everywhere. The common element in HR and Marketing stream is people. For any industry, the Marketing and HR streams work in sync and share few common objectives that are targeted toward different audiences. Marketing is responsible for the branding of the company, discovering a company's message and communicating the same to its consumers. On the other hand, HR is accountable for employment branding; ensuring the organization is perceived properly by internal employees and external candidates. Working together, HR finds the best people to promote and build the brand, while marketing creates and delivers the brand message to employees. At the end, HR and marketing must work cohesively and use empathy to truly connect with and understand employees. This duo combination is the heart to run any organization and it seems promising for the prospective employers and job seeking graduates. This elective will help you develop the skills for a variety of Marketing and HR careers.

Elective Highlights

- + Strong foundation in the principles and practices of Marketing and HR strategies
- + Thorough understanding with advanced courses
- + Firm grip over two important business functions to deliver better results
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a unique blend of Marketing, HR and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Strategic Human Resource Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Organization Development and Change Management
Accounting & Finance	Talent Acquisition and Management	Employee Reward Management	Retail Marketing and Brand Management
Organizational Behaviour and Human Resources Management	Learning and Development	Integrated Marketing Communications	Digital Marketing and Data Analytics
Quantitative Techniques & Analytics	Consumer Behavior	Marketing of Services and CRM	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in
Information Technology Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Over the years, IT and Digital have emerged as both an essential and a differentiated domains for businesses. It drives all business-critical processes for organizations – not only those directly involved with offering IT products and services but even ones operating in traditional industries (Finance, Retail, Manufacturing, etc.).

The ability to harness key elements of the IT domain has become a critical success factor for business managers today. Online MBA in Information Technology Management (ITM) degree offers participants the unique opportunity to develop strong foundations in both managerial and IT skills required to successfully drive business functions. This multidisciplinary program has been designed keeping in mind the contemporary industry needs of ambitious business professionals to understand and manage the vital interaction between business and technology.

By developing an understanding of technologies and their impact on business, one will be able to identify the linkage between technology and business goals. It helps with the optimization of learning by exposure to a wide range of core & electives subjects. This elective has been the most sought-after option in recent times owing to its potential to open up career options at managerial levels in the IT sector.

Elective Highlights

- + Strong foundation in the principles and practices of IT Management
- + Exposure to contemporary topics like digital transformation, software engineering, ERP, IT project and IS management
- + Hands-on lab exercises in IT skills to supplement the curriculum
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of IT and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Business Intelligence Technologies
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Innovation and Digital Transformation
Accounting & Finance	Database Management System	Technology Management	e-Business Technologies
Organizational Behaviour and Human Resources Management	Information System Management	Software Engineering	IT Privacy and Security
Quantitative Techniques & Analytics	Enterprise Resource Planning	IT Project Management	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *

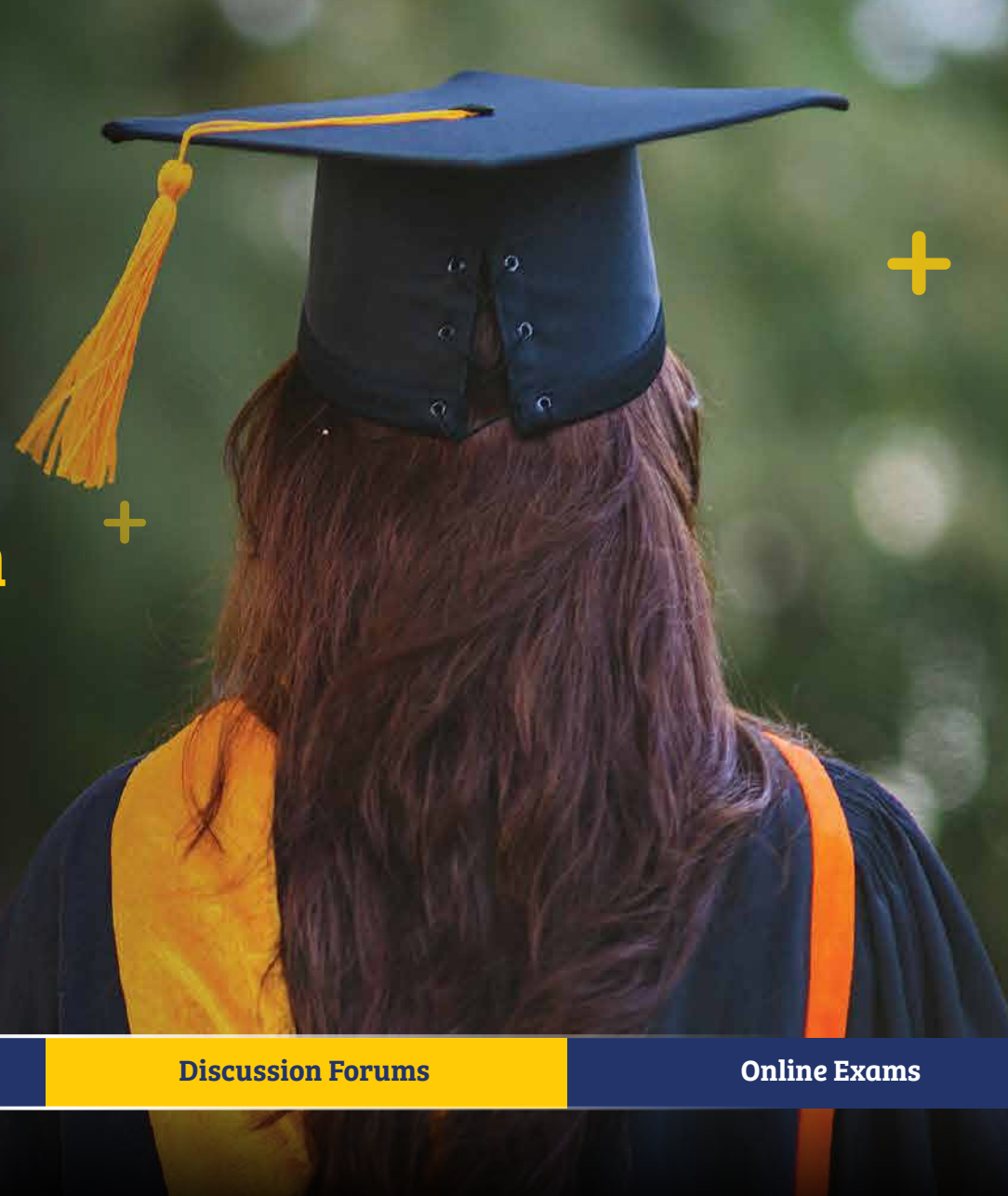
Your Career

Springboard

Master of Business Administration

with an Elective in
Healthcare Management

 **2 YEARS** | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Healthcare Management is the management or administration of healthcare organizations such as hospitals, nursing homes, diagnostic centers, and other allied centers that provide healthcare to the needy.

Healthcare, like any other industry, necessitates management, but it differs in many ways from other industries. The functionality of healthcare ranges from clinical to non-clinical aspects and consequently, healthcare administration has grown in popularity over the last decade. This elective provides students with in-depth knowledge in areas such as patient care management, risk and disaster management, and implementing information technology. Due to Covid-19, we have witnessed that in a short span of two years, technology has revolutionized how healthcare has transformed from in-person consultation to teleconsultation.

Healthcare Management entails everything from one-on-one communication to large group presentations, brainstorming, and, on occasion, public speaking. This is a result-oriented study based on a diverse group of people. Healthcare Managers must collaborate with employees ranging from the lowest to the highest levels of the organization. Our elective prepares the student in the best manner as it covers all the domains of healthcare namely: Clinical, Insurance, Financial, HR, Quality and Information Technology. As such, this is the best program for those who want to learn about the operation of each unit of healthcare. If you want to work in a challenging environment where every situation and encounter is different, Healthcare Management is the elective for you. Healthcare managers are an integral part of the institution that helps in the smooth functioning of the entire organization. Career opportunities would include Quality Manager, Hospital Administrator, Information technology Officer, Operations Manager, etc.

Elective Highlights

- ❖ Strong foundation and importance of quality and quality assurance in healthcare
- ❖ Understanding of hospital planning along with various services
- ❖ In-depth knowledge of risk and disaster management
- ❖ The curriculum includes the latest technological advancements in healthcare like telemedicine, AI and blockchain implementation of HIS
- ❖ Healthcare laws, ethics, medico-legal issues, medical tourism are covered in detail
- ❖ Analyze problems and propose actions in real-world situations as part of the project work

Program Structure*

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Healthcare Information Technology
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Healthcare Insurance
Accounting & Finance	Healthcare Quality Management	Supply Chain and Material Management in Healthcare	Healthcare Laws
Organizational Behaviour and Human Resources Management	Risk and Disaster Management	Medical Record Management	Medical Tourism
Quantitative Techniques & Analytics	Patient Care Management	Planning of Healthcare Services	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Your Career *Springboard*

Master of Business Administration

with an Elective in Project
Management

 **2 YEARS** | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

Project Management is a fascinating subject, especially in India, where continuing economic and social development is happening on a large scale. Project Management is all about developing a structured approach to managing projects.

In Project Management, one gets a holistic and integrated approach to managing projects, exploring both technical and managerial challenges. It not only covers individual project execution but also provides a strategic perspective, demonstrating the means with which to manage projects at both the program and portfolio levels.

Earlier project management was considered exclusively the area of civil and construction management. Today, project management extends far beyond several other sectors including software. Project Management, in the current context, is a complex management challenge requiring not only technical skills but a broad-based set of people skills and financial skills.

As part of the program, learners will be exposed to Project Planning Techniques, Investment Strategies, Resource Allocation, Leadership Skills, Team Building and Conflict Resolution. Another important aspect is the management of stakeholders. The elective will benefit those taking up a career in a corporate organization in any industry sector as well as those starting their own ventures.

Elective Highlights

- ♦ Strong foundation in the principles and practices of project management
- ♦ Gain proficiency in project implementation and coordinating techniques
- ♦ Industry aligned curriculum that delivers technical excellence and supplements professional skills
- ♦ Able to build a project team with complementary skills
- ♦ Achieve business mastery by minimizing cost and time overruns
- ♦ Analyze problems and propose actions in real-world situations as part of the master thesis

Program Structure*


Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Strategic Sourcing & Inventory Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Project Monitoring & Information Systems
Accounting & Finance	Introduction to Sub-Systems of Project Management	Project Time and Cost Management	Project Risk Management
Organizational Behaviour and Human Resources Management	Project Selection and Portfolio Management	Lean and Six Sigma	Project Team Building, Evaluation and Control
Quantitative Techniques & Analytics	Market and Technical Analysis	Project Finance & Investment Criteria	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

Your Career *Springboard*

Master of Business Administration

with an Elective in
Entrepreneurship and Leadership

 **2 YEARS** | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

An MBA with Entrepreneurship and Leadership is for students who aspire to become successful entrepreneurs, future leaders and importantly employment generators. This distinctive elective uses Harvard Business Review books and Harvard Simulations for program delivery. Harvard Business Publishing (HBP) is the leading provider of teaching materials for management education. Their course materials serve as a bridge between academia and enterprises around the globe through its publications and multiple platforms for content delivery.

This elective offers unique insight on managerial & administrative skills as learners enjoy the lively, participatory approach through Harvard Business Simulations which play an active role in the learning process. The participatory teaching methods lead to high levels of learning retention among students and supports holistic learning for the real world. In addition, this elective also gives an opportunity to gain 6 Harvard Business Publishing (HBP) Certifications on the topics – Finance Online course; Management Communication; Math for Management; Quantitative Methods; Spreadsheet Modelling and Financial Accounting.

If you are ambitious in establishing and managing your own company or get placed in strategic leadership positions that demands high degree of innovation and leadership traits, then this elective is for you.

Elective Highlights

- ❖ Strong foundation in the principles, concepts and models of entrepreneurship development
- ❖ Powerful experimental learning experience through Harvard Business Simulations by using real-world contexts to reinforce learning
- ❖ Develop solid workable ideas for start-ups and rich skillsets for leadership positions in organizations
- ❖ Opportunity to enhance leadership traits & potential in addition to gaining a fair understanding of business and financial dealings
- ❖ Helps develop networking skills and experience to establish successful business links and build a strong foundation for new products or ideas
- ❖ Analyze problems and propose actions in real-world situations as part of the master thesis

Program Structure*

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Corporate Strategy, CSR and Governance
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Social Entrepreneurship and Corporate Entrepreneurship
Accounting & Finance	Entrepreneurial Finance	Launching and Managing an Enterprise	MSME and Family Managed Business
Organizational Behaviour and Human Resources Management	Business Communication Strategies	Effective Leadership	Innovation and Change Management
Quantitative Techniques & Analytics	Spreadsheet Modelling	Business Plans and Lean Startup Practices	Cross-Functional Elective Course
		Open Elective Course - IPR and Legal Aspects	Master Thesis / Project *

* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Logistics and
Supply Chain Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Logistics and Supply Chain Management (LSCM) is aptly called Demand Network Management as it operates on the pull from the customer and there is a network of suppliers, manufacturers, distributors, retailers, transporters, warehouse owners, and many more intermediaries.

LSCM implies a well-organized and managed procurement function. LSCM plays an important role in moving items quickly and efficiently to destinations. LSCM is an integral part of most businesses and is vital for a company's success and customer satisfaction. LSCM has become all the more important on account of global sourcing, omnichannel distribution and widespread markets. Regardless of whether one wishes to become an entrepreneur or work in a corporate setup, one has to have a good knowledge of how a supply chain operates. As an LSCM professional one can foray into diverse industries like FMCG, Logistics, Distribution, Warehousing, Manufacturing, etc.

Elective Highlights

- + Strong foundation in the principles and practices of Supply Chain strategy
- + Emphasis on global supply chains and current trends in logistics
- + Learn to consider the effectiveness of emerging technologies in logistics and project management
- + Achieve business mastery with a blend of LSCM and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Strategic Supply Chain Management
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	LSC Management and Leadership
Accounting & Finance	LSCM Business Environment	Managing Risk for LSCM	LSCM Diligence
Organizational Behaviour and Human Resources Management	Business Regulations for LSCM	LSCM Efficiency	Project and Relationship Management
Quantitative Techniques & Analytics	Logistics and Supply Chain Management	Sustainable LSCM	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in Business Intelligence
and Analytics (Accredited by IoA, UK)



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

This elective accredited by the Institute of Analytics (IoA), UK in Business Intelligence and Analytics will prepare the students to thrive in a data-oriented business world.

The program meets the highest academic and quality standards and will provide exemption from membership requirements and have access to the IoA resources and information services, professional development activities as well as careers advice and progression opportunities. The careers portal of IoA provides a wealth of free advice. The program is designed to meet a growing need for graduates with a sound education in business and the specialist skills to help organizations understand their customers, forecast future demand and use big data to make effective decisions. You will learn to use industry-standard analytics software and develop the mathematical skills required to gain insights from a range of data sources, including the internet and social media data. Input from the industry ensures the course content meets today's business needs.

The elective will help the students jumpstart their career in a wide array of roles and responsibilities such as Business Intelligence Manager, Business Intelligence Developer, Business Intelligence Analyst, Data Scientist, Data Analyst, etc.

Elective Highlights

- + This elective enables students to develop advanced technical and analytical skills to leverage Business Intelligence and Machine learning in business
- + The students will be exposed to different strategic implications of applying Business Intelligence and Analytical techniques to support the decision-making process in an organization
- + Students will learn and practically implement programming languages and technology applications to develop analysis and solutions to address the needs of an organization and its stakeholders
- + The curriculum is developed meticulously and trains the students exhaustively in the study of BI and Analytics domains such as Database Systems, Machine Learning, Python, R, Web Data Extraction and Analytics, Business Intelligence Reporting and Dashboarding, etc.
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Analytics in Management*
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Web Data Extraction and Analytics*
Accounting & Finance	Analytics Language for Managers*	Introduction to Business Intelligence*	Anomaly Detection Techniques*
Organizational Behaviour and Human Resources Management	DBMS for Managers*	Data Warehousing*	BI Reporting for Managers*
Quantitative Techniques & Analytics	Mathematical Foundation for Machine Learning	Data Mining for Intelligence*	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in
International Finance (Accredited by ACCA, UK)



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

The Association of Chartered Certified Accountants (ACCA) qualification opens door to a successful career in accounting and finance across industries and countries. Integrated with the ACCA Qualification and accredited by ACCA by granting the highest number of exemptions.

To date, ACCA is a 116-year-old diverse body of more than 219,000 members and 527,000 students in 179 countries. An ACCA qualification leads to an exciting and highly rewarding accounting and finance career. Along with equipping you with technical skills, the program curriculum will drive you to think strategically with professional and ethical values to enable you to take your organization forward. The ACCA qualification is recognized and extremely respected especially in the fields of investment banking, management, and consulting. It provides an opportunity to work in several technical areas including Audit and Assurance, Corporate Reporting, Financial Management, Tax, Governance and Ethics. An MBA combined with a professional ACCA certification will propel you towards a rewarding senior management role with a firm grip over finance.

Elective Highlights

- + India's Only online accredited program that provides the highest level of exemptions towards ACCA professional qualification
- + P-Level courses including essentials and the mandatory two courses of the options (P1 to P6) are also incorporated into the curriculum
- + More than 7400 ACCA approved employers worldwide
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a blend of Accounting, Finance and Management courses
- + Analyze problems and propose actions in real-world situations as part of the master thesis

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Analytics for Finance
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Financial Markets
Accounting & Finance	Corporate and Business Law (ACCA)	Financial Reporting (ACCA)	Advanced Financial Management (ACCA)
Organizational Behaviour and Human Resources Management	Taxation (ACCA)	Audit and Assurance (ACCA)	Advanced Performance Management (ACCA)
Quantitative Techniques & Analytics	Performance Management (ACCA)	Financial Management (ACCA)	Cross-Functional Elective Course- Strategic Business Reporting (ACCA)
		Open Elective Course- Strategic Business Leadership (ACCA)	Master Thesis / Project *

Fee Structure

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates. Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Duration

2 Years (4 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 37,500	₹ 75,000	₹ 1,50,000	\$750	\$1,500	\$3,000	₹ 2,500	\$30	₹ 3,000	\$36

Specialization Fees

- + Human Resource Management
- + Finance Management
- + Marketing Management
- + General Management
- + System and Operations Management

Admission Process

- + Visit our website <https://onlinejain.com>
- + Enquire now
- + Talk to our counsellors for more details
- + Apply for the right program
- + Provisional confirmation of admission
- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates. Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 42,500	₹ 85,000	₹ 1,70,000	\$850	\$1,700	\$3,400	₹ 2,500	\$30	₹ 3,000	\$36

+ Specialization Fees

- + Finance and Marketing
- + HRM and Finance
- + Marketing and HRM
- + Information Technology Management
- + Healthcare Management
- + Project Management
- + Entrepreneurship and Leadership
- + Logistics and Supply Chain Management

+ Admission Process

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Eligibility

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Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Duration

2 Years (4 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 65,000	₹ 1,30,000	₹ 2,60,000	\$1,300	\$2,600	\$5,200	₹ 2,500	\$30	₹ 3,000	\$36

Specialization Fees

- + Business Intelligence and Analytics (Accrediated by IoA, UK)
- + International Finance (Accrediated by ACCA, UK)

Admission Process

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- + Enquire now
- + Talk to our counsellors for more details
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- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions

Career Advancement Services

The Career Advancement Services Team works tirelessly to Connect our Learners with the right Job opportunities. With Years of Experience in Training, Networking and Human Resource skills, the team finds exciting and challenging Job Opportunities for our Learners in companies of repute through a structured framework.

Mentorship

- + Dedicated Mentor for each Learner
- + Online Mentoring Sessions on Weekends
- + Doubt Clearing Sessions with Faculties during Live Classes and Discussion Forums

Career Guidance

- + Dedicated Corporate Relations Team to guide you on the Right Career Path
- + Online Sessions on Resume Writing, Personal Branding on Social Media, Interview Preparation and Setting Career Goals
- + Live Online Sessions over Weekends from Top Industry Professionals on 25 Key Skills for Success
- + Regular Feedback on your Resume and Social Media Profiling
- + 1:1 Mock Interview Sessions with Industry Experts

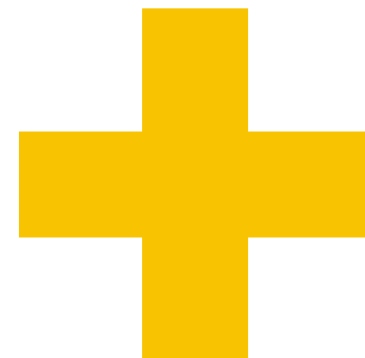
Connect To Careers

- + Connect To Careers e-hire portal helps you apply for relevant jobs and attend interviews Online
- + Connect To Careers Job Fairs are Organized to connect with top employers
- + Get Access to Industry reports on LinkedIn Insights
- + Attend Regular Webinars from Industry Professionals on Job Market Insights as part of Connect To Career Series



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