



**SMU** SIKKIM  
MANIPAL  
UNIVERSITY

Established under Govt. of Sikkim, Act 9 of 1995, recognised under 2(f) of the UGC Act, 1956

Shaping You *For*  
*Success*

PROSPECTUS 2024-25

Master of Business Administration



UGC  
Entitled



NAAC A+  
Accredited



**online**  
**MANIPAL**



**100%**  
**Online**



ACCREDITED



Accredited A+ Grade By  
National Assessment and  
Accreditation Council (NAAC)

ACCREDITED



UGC-entitled Online Degrees  
Equivalent to On-campus  
Degree

★ RANKED 101-150



Among India's top 150  
Universities in 2023

★ RANKED 06



Among India's top  
multidisciplinary universities  
in East Zone (2024)

★ RANKED 01



Amongst Top Private  
Universities in North East (2024)

★ RANK 15



Among Top Leading  
Universities Showcasing  
Entrepreneurial Spirit

Take a leap, dream big, and embrace the opportunity towards a transformative journey by pursuing an online higher education from a university backed by a rich academic legacy and accredited with distinct honors.

The flexibility to continue working while supporting yourself or your family ensures that you can maintain a stable income while simultaneously acquiring valuable knowledge and skills that will shape your future.

Get ready to empower yourself.

**Get learning.**

# Give an individual a professional education and you have given him a lifestyle.

---

Padma Shri awardee  
Dr. T M A Pai  
Founder  
Manipal Education & Medical Group

VISIONARY PHILANTHROPIST PHYSICIAN  
EDUCATIONIST BANKER





## From the Vice Chancellor's desk

Providing quality and affordable education for all has been the driving force behind building Sikkim Manipal University to what it is today. Renewing our efforts towards creating student-centric learning experiences for professional growth, SMU is excited to now go online and cater to learners across various geographies & backgrounds.

**Air Vice Marshal (Dr) Dilip Chandra Agarwal, VSM (Retd)**  
Vice Chancellor,  
Sikkim Manipal University

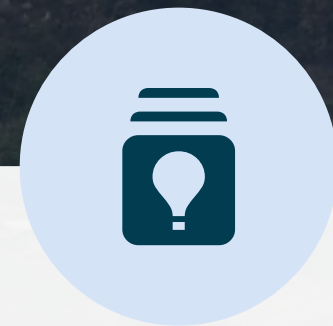


# Evolve into a better, accomplished version of yourself with online degrees from Sikkim Manipal University.



## Flexible

Learn at your convenience, as per your schedule and lifestyle.



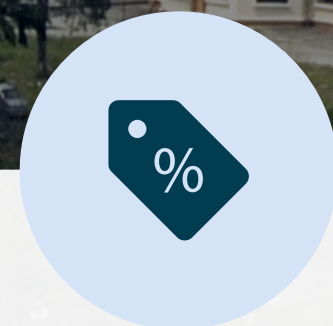
## Next-gen

Modular, easily learnable sets of study materials to learn on the go!



## High-quality

Learn from expert faculty through a best-in-class learning platform.



## Cost-effective

No-cost EMI and scholarships available.



## Recognized

SMU's online degrees are UGC-entitled and accredited A+ by NAAC.

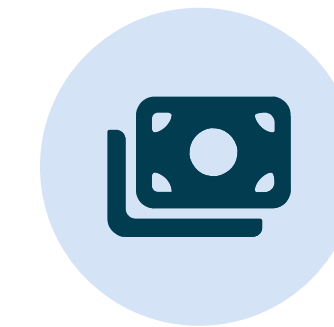


# A university for your aspirations



## Valuable learning

- Flexible, modern curriculum for maximum industry relevance
- Dedicated course mentors for a comprehensive learning experience



## Attractive scholarships

- Exclusively for defense personnel, differently-abled people, alumni of SMU, and learners from Sikkim & other Northeast regions of India
- Learners can also avail an attractive fee concession on full program fee or annual fee, provided they make the payment before program commencement



**Sikkim Manipal University** was established in 1995 and is a NAAC A+ accredited university. Popularly known for imparting quality education, it now also offers UGC-entitled degree programs in the online mode.



# MBA

Master of Business Administration  
(Online)

## Dual specializations

### Eligibility

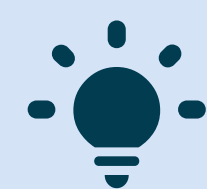
- Candidates must have completed 10+2+3-year or 10+2+4-year or 10+3+3-year bachelor's degree in any discipline from a recognized university/institution, or an equivalent qualification as recognized by the Association of Indian Universities (AIU) or other competent bodies.
- Candidates must have a minimum of 50% marks in aggregate in graduation (45% marks in case of candidates belonging to reserved category).

### Duration

- 2 years  
(Divided into 4 semesters)

### Fee structure

- INR 1,10,000 or  
INR 27,500 per semester
- INR 500 (non-refundable application fee)



Designed for ambitious learners, the 2-year online MBA with dual specialization offers advanced knowledge and skills needed to make a mark in the professional landscape. Earn an online MBA with a dual specialization by choosing from Finance, HRM, Systems, or Operations & Supply Chain Management, and Marketing.

# Master of Business Administration (MBA) | Program structure

## First semester

Principles of Management and Organizational Behavior

Marketing Management

Accounting for Managers

Business Economics

Business Communication

Legal Aspects of Business

Computer Application in Management

## Second semester

Quantitative Methods in Management

Human Resource Management

Financial Management

Productions and Operations Management

Research Methodology and Statistical Techniques

Global Economic Environment and Policy

Management Information Systems

## Third semester

Project Management

Business Strategy

Elective I (Marketing specialization\*)

Elective II (Marketing specialization\*)

Elective I (Chosen specialization\*\*)

Elective II (Chosen specialization\*\*)

## Fourth semester

Banking and Insurance Management

Elective III (Marketing specialization\*)

Elective IV (Marketing specialization\*)

Elective III (Chosen specialization\*\*)

Elective IV (Chosen specialization\*\*)

Project Work

### Total program credits: 102

- Computer Application in Management in first semester and Management Information Systems in 2nd semester carry 3 credits
- All other courses, including Project Work during the final semester carry 4 credits each

\* Marketing specialization is compulsory

\*\* Learners can choose the second specialization from Finance, HR, Systems, and Operations & Supply Chain Management



# Master of Business Administration | Program specializations

## Specializations

**01** Compulsory specialization:  
Marketing

**02** Finance

**03** HR

**04** Systems

**05** Operations & Supply Chain  
Management

## Third semester

Consumer Behavior and Advertisement and Brand Management

Retail and Distribution Management and Supply Chain Management

Security Analysis and Portfolio Management & Derivative Market

Taxation

Industrial Relation

Competency Mapping & Performance Management

Object Oriented Programming System & Open Source System

Database Management Systems

Operation and Logistics Management

Supply Chain Management

## Fourth semester

Market Research

Service Marketing & Global Marketing

Multinational Finance & Risk Exposure Management

Marketing of Financial Services & Mergers and Acquisitions

Organization Development & Human Resource Development

Compensation Management & International Human Resource Management

E-Commerce

Technology Management and Strategy

Materials and Store Management

Quality Management and Global Supply Chain Management

**Note:** SMU reserves the right to change the program curriculum, subjects, eligibility, fee structure, number of sessions, duration, certificate format, admission process, and other terms in the program and can incorporate any such changes deemed necessary by the institute without prior intimation.



# Get started



## Program registration

Fill in your basic, education & work experience-related details and pay the application fee to register.



## Fee payment

Pay the admission fee for the first semester/year or full program.



## Document upload

Upload supporting documents & submit your application.



## University approval

The university will evaluate your documents to confirm your admission.

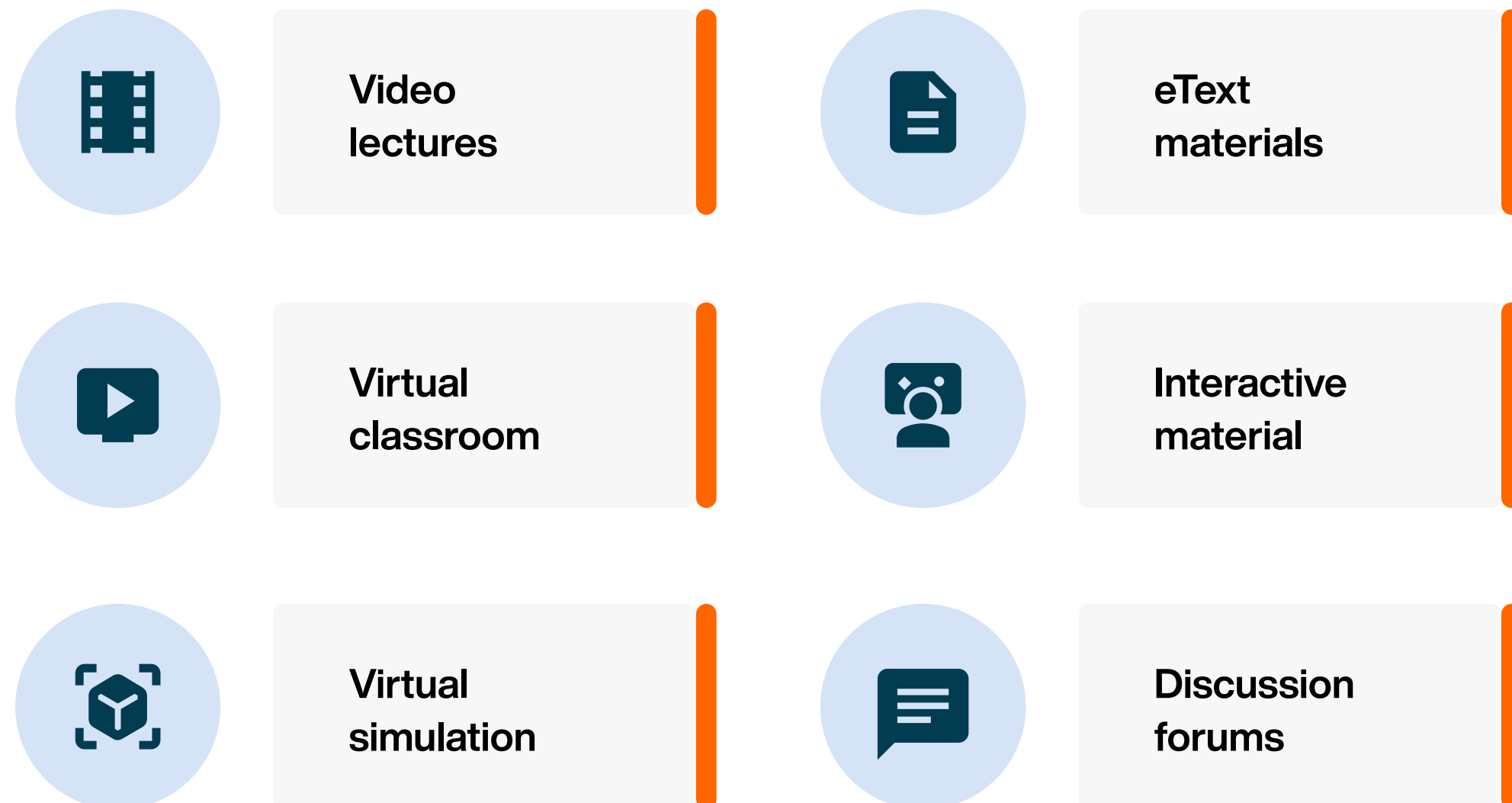
Application to online degrees at SMU can be initiated through our website [www.onlinemanipal.com](http://www.onlinemanipal.com)



# A seamless & dedicated eLearning solution

## Making learning a convenient, flexible, and memorable experience

The eLearning material will be made available to you on the Learning Management System (LMS) based on the four-quadrant approach, as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016.





## Evaluation

The assessment system has been conceived, developed, and administered on a rigorous and fair basis to bring out the best in you and prepare you for a challenging career.

Your performance evaluation will be based on both continuous evaluation and term-end examinations.

## Results

The results will be published on the student portal. If you fail to clear any of the papers (either in TEE or CA or both), you have to re appear for the relevant paper by applying to the university through the resitting application along with relevant fees, within the due date.

## Right to amend rules

The university reserves the right to add / delete / change / amend the syllabi, program structure, rules and regulations wherever considered necessary and appropriate without any prior notice. You are advised to go through the website frequently where all circulars and important information will be hosted from time to time. Promulgation of any such information on the website in the form of circulars / notices is considered to be adequate.

## Theory papers

The theory part is assessed by performance based on continuous assessment (CA) through assignments and term-end examinations (TEE). The assessment ratio for (TEE) to CA is 70:30. The CA is based on assignments prepared by the university. TEE will comprise descriptive and multiple-choice type questions. You must score at least 40% in both CA and TEE to be declared as pass.

## Awards and degree

Successful students, on satisfying all criteria stipulated by the university, will be awarded the respective degrees by the university.

## Jurisdiction

All disputes relating to university program and activities are subject to local jurisdiction (Sikkim) only.

## Examination

The university semester-end examinations will be held digitally viz. computer-based and online proctored. You can appear for the exams from the comfort and safety of your homes. A laptop or desktop computer with a functioning webcam connected to the Internet is required to appear for the exams. The details of the examination schedule will be made available in the photo admit card issued for appearing for the term end theory examinations. The university will share all examination details via the student portal.





**SMU** SIKKIM  
MANIPAL  
UNIVERSITY

*Established under Govt. of Sikkim, Act 9 of 1995, recognised under 2(f) of the UGC Act, 1956*



**online**  
**MANIPAL**

**Sikkim Manipal University**  
Centre for Distance and Online Education  
SMIT Campus, Majitar, Rangpo, Pakyong,  
India – 737136

---

**+91-85913 58586 | [info@smu.onlinemanipal.com](mailto:info@smu.onlinemanipal.com)**