



**GLA**  
UNIVERSITY  
MATHURA  
Recognized by UGC Under Section 2(f)

Accredited with **A+** Grade by **NAAC**

**12-B Status from UGC**

**NAAC**  
**GRADE A+**  
Accredited University



University with Highest NAAC A+ (3.46 Scoring) in India

# GLA UNIVERSITY, MATHURA ONLINE MODE

## PG Diploma Programmes

# About GLA University

"I like the dreams of the future better than the history of the past."  
- Thomas Jefferson



Late Shri Ganeshi Lal Agrawal

It was the year 1991 Shri Narayan Das Agrawal decided to fulfil the dream of his father, Late Shri Ganeshi Lal Agrawal, of establishing an institute for quality education to the people and the region & beyond. and initiated Sri Jagannath Prasad Ganeshi Lal Bazaz Charitable Trust Samiti in an attempt to make the holy city Mathura a recognized destination for knowledge seekers from different spheres of life. This is what led to the foundation of a milestone at the karmabhoomi of the versatile and sagacious Lord Krishna. GLA University has been actively involved with social causes since its very inception and has drawn appreciation from one and all for its works in various facets of societal paradigms.

We are truly proud that today, the GLA Institutes that were started as a tribute to Shri Ganeshi Lal Agarwal, are now recognized as a University. It is a privilege to have ensured that our primary goal, of meeting the educational needs of students in the region is fulfilled to the best of our abilities. In the process, we have discovered that for our students, over and beyond infrastructure facilities and the teaching methodologies it is the environment that makes them comfortable during the time they spend here. To that extent, special efforts have been made to provide such an enabling environment. Be it a value system that reflects the best of the values from the region, to a diet that is both familiar and healthy to a vast majority of them.



Narayan Das Agrawal  
Chancellor

We provide great significance to interactive learning and two-communication processes, thereby making the learning environment sincere and responsive. With teachers who are acknowledged experts in their field, it is an environment that combines the best of pedagogy with an encouragement to ask, be curious. Today, when the work environment demands a lot more beyond just knowledge and marks, a lot of emphasis is laid on the overall personality development of the students so as to foster in them the necessary drive and confidence to meet the demands and challenges of the modern world. Helping us achieve this are our state-of-the-art infrastructure, picturesque & inspiring setting and devoted team of faculty-members and administrators. The learning ambience at all the constituting Institutions is perfectly suited for all-round growth and academic excellence.

Today, the university has a proud record of evolving efficient, confident and highly knowledgeable technocrats, managers, pharmacists and entrepreneurs with global thinking and futuristic mind-set that will contribute to nation building with a strong adherence to corporate ethics.

A key part of the learning experience is what students do beyond their classrooms. Keeping this in mind, the hostel facilities in the University premises have been designed with utmost care and attention so that the students can feel secure and at ease. The idea is to ensure that our students are provided with every facility they could possibly require, to fulfill their potential and develop an attitude to life that will serve them for their life beyond the boundaries of GLA University.

"I invite you to prepare yourself for the opportunities of the new millennium at our institute, with its mix of academic offerings and qualifications in established as well as emerging areas. Today, in our seventeenth year, I feel we have learnt well to provide an optimum mix of competitive academic inputs, open mindedness and learner-focused set up.

It is, therefore, very essential that you choose a program, which meets your aptitude, capability and capacity.

You will find a warm welcome at GLA University if you seek your personal and professional development"

In the last decade or so a number of technical institutions have been set up across the country and these institutions are producing a large number of professionals every year. However, going by the results of many surveys I have come across, only 25% of the graduates are employable. With an increasing number of students depending on MNCs abroad for their jobs, there is a need to produce good quality professionals who are at par with their counterparts in other countries.

We at GLA right from inception, are striving to produce good quality professionals who are not just at par but even surpass their counterparts in other countries. This is very well reflected in the 100% placement record we have had till now (70% on campus and 30% off campus)

I cannot emphasize enough how important it is for a young mind to choose the right institution and the field of study for a successful career. By field of study I do not refer to the fields where employability is high, but to those where one's interest lies. We are committed to building the future of our students. We tirelessly work towards building the skills-set, knowledge and intellect of our students.

We offer a variety of undergraduate courses like B.Tech, B.Pharm, BBA, BBA(Hons.) BCA, BA(Hons.), B. Com(Hons.), B. Com LLB, B.Ed, B.Sc. Biotechnology and postgraduate courses like, MCA, MBA, M Pharm and M Tech. MA, M.Sc., We refine our students with modern, state-of-the-art resources and experienced and energetic faculty-members.



Prof. D. S. Chauhan  
Pro Chancellor

# About GLA University

"A lot of emphasis is laid on the overall personality development of the students so as to foster in them the necessary drive and confidence....."

"I offer opportunities for the ever aspiring and talented youth with an urge to acquire professional education in the conventional and newly emerging areas. Today, when we are 20 years old, I believe GLA provide enough competitive academic inputs, open mindedness and learner-focused set up. It is, therefore, very essential that you choose a program, which meets your aptitude, capability and capacity. I invite you to become a part of our vibrant culture and become a professional partner in laying sound foundation for the corporate world and the nation as a whole."

We are truly proud that today, the GLA Institutes that were started as a tribute to Shri Ganeshi Lal Agarwal, are now recognized as a University. It is a privilege to have ensured that our primary goal, of meeting the educational needs of students in the region is fulfilled to the best of our abilities. In the process, we have discovered that for our students, over and beyond infrastructure facilities and the teaching methodologies it is the environment that makes them comfortable during the time they spend here. To that extent, special efforts have been made to provide such an enabling environment. Be it a value system that reflects the best of the values from the region, to a diet that is both familiar and healthy to a vast.



**Prof. Phalguni Gupta**  
Vice Chancellor

Dr. Anup Kumar Gupta has been associated with GLA since its inception in 1998 and has been decisively instrumental in the establishment of the University in 2010, and thereafter in the successful introduction of so many new courses and degree programs at regular intervals.

Having completed his M.A., M.Phil. and Ph.D in English, and MBA, Dr. Gupta did his Executive MBA from IIT Bombay in 2012. He was the overall topper of the Batch. His keen interest as educator took him to Michigan State University, USA to earn graduate degree in Higher Education Administration. Six students have done their Ph. D under his guidance.

Computer savvy and well networked; Dr. Gupta has effective communication and presentation skills. He is proactive in solving problems. He understands national, international and cross-cultural sensitivities. He has expert interviewing skills in hiring of personnel at higher level. Having complete knowledge of rules and regulations related to AICTE, UGC, NIRF, NAAC, etc. helps him in organizational development at national level. With his continuous involvement and participation at international seminars and conferences he is instrumental in signing of MOUs with other international universities.



**Dr. Anup Kumar Gupta**  
Pro Vice Chancellor

"I cannot emphasize enough how important it is for a young mind to choose the right institution and the field of study for a successful career. By field of study I do not refer to the fields where employability is high, but to those where one's interest lies. We at GLA Online through our UGC Approved online programmes committed to building the future of our students. We tirelessly work towards building the skills-set, knowledge and intellect of our learners".



**Mr. Neeraj Agrawal**  
CEO, GLA University, Mathura

"We are truly proud that today, the GLA Institutes that were started as a tribute to Shri Ganeshi Lal Agarwal, have come this far in the sector of education. GLA Online is our step forward towards delivering world class education to all the learners on their fingertips. Each course at GLA Online is a well designed course with the drive to build the leaders of tomorrow".



**Mr. Vivek Agrawal**  
CFO, GLA University, Mathura



# About GLA University

Success belongs solely to those who are willing to work harder than anyone else. This applies to everyone and people in all domains, the students, naturally, are no exceptions. Those who work harder than others, accomplish higher results than others.



**Mr. Ashok Kumar Singh**  
Registrar

Creativity, innovation and initiation are the hallmark of GLA University and it has been dedicated to the modernization of education in this region for the past 20 years. Our University has been serving the individuals of different states of the country and producing skilful, efficient and confident professionals for the real world. Our primary objective is to instil a way of discipline in our students so that they attain success in their career. We encourage them to participate in numerous sports as well as cultural activities to nurture their hidden talents in a surrounding that's contributive to their physical, mental and psychological growth; and help them understand their ambitions through perseverance and sensible work. We facilitate their young minds become assertive not solely in their skilled career but also in their personal life so they positively subscribe to the development of the nation.

Special care is taken in imparting necessary knowledge for their all-round development because, now a day, degrees alone don't work when it involves facing the cut-throat competition in the industry. Our students are not mere rote-learners but they're learners with high technical acumen in addition to refined soft skills. They have proved their courageousness in the past, and I am certain, will scale new heights in the years to come. Numerous initiatives of the management, relentless persistence of the faculty and overwhelming response of our vibrant students in the extra-curricular activities have yielded immensely positive results. I am sure, this university will keep enlightening young talents in the years to come and our exuberant and dynamic students can keep spreading the rays of their wisdom, knowledge, professionalism and ethics in all walks of life and set new standards for others to follow.

Welcome to GLA University's Centre for Distance and Online Education (CDOE), a fantastic place to learn more and Be More. We are a digital learning centre that assists people in achieving their goals through education.

At CDOE, we focus on who, what, and how of the "teaching-learning" experience. Our best-in-class faculty, with extensive research and academic credentials, deliver industry-relevant content in an online environment.

You will gain access to content that is pertinent to current and future industry requirements. This content contains intellect from world-class academic institutions, best practices prescribed by accrediting bodies, and best industry experts in respective domains.

Teaching, mentoring, hands-on project work, assignments, assessments, labs, tools, simulations, community, and business immersions will all be part of your learning experience with us. All these learning engagements will be orchestrated through the "SHINE" (Serving High Impact Need for Everyone) approach and career services in our world-class learning excellence plan.

We empower professionals to learn skills that will allow them to evolve as "T-shaped" and "Pi-shaped" people over the course of our programme.

I wish you the best of luck in your future endeavours. Continue to imagine, live and achieve.



**Prof. (Dr.) Santosh Jha**  
Director (CDOE)





# About PG Diploma Programmes

The two semester Online PG Diploma Programmes exposes students to industry and domain specialisations to match their passion. "Career by Choice" is the programme goal. CIFA (Co-Creation, Innovation, Focus, Alignment) model develops top-notch degrees.

## INNOVATION:

Students learn, apply, and mentor in the customised integrated industrial programme. The rapidly expanding global primary sector's needs are introduced to students.

## ALIGNMENT:

Regional, International and programme specific talents ensure maximum ROE and lifelong learning.

## CO-CREATION:

Industry and domain specialisations match students' passion in the programme. "Career by Choice" is the programme goal.

## FOCUS:

Students seeking business knowledge, skills, and industry exposure should enrol in the programme.

Educating future professionals with a two semester post graduate diploma programme. Career-minded students should enrol.

This programme rigorously covers industry-relevant topics to help students find a job and succeed as entrepreneurs or employment. This programme is based on best practices and industry-relevant skills.

Industry and International business school experts work with regulators, certification providers, and technology partners to create programmes. Industry experts teach this advanced programme.

The electives are Digital Marketing, Business Analytics, Hospital Administration, Hospital and Healthcare Management, Capital Market, Banking and Financial Services Management. All courses cover key concepts, practices, and trends in that domain.

Your Internship will help you build a network of industry insiders, gain valuable work experience, explore career options, gain a competitive edge in the *job market*, and learn specific teaching-learning methods before applying them.



# Who Should Attend?

- Fresher/Professional, Graduate passed out learners who are aspiring to become "Specialists" and fulfilling the eligibility criteria.

## Learning



Basic to Advance

## Duration



Two Semester

## Learning Access



Online Mode

## Pedagogy



Online and Offline both case-based pedagogy. The learner can access the live sessions through the technology Platform.

### Programme Fee : PG Diploma Programmes - Online

Programme	Frequency	Fee
Digital Marketing- Tuition Fee	Annual	29,000
Business Analytics- Tuition Fee	Annual	29,000
Hospital Administration- Tuition Fee	Annual	29,000
Hospital and Healthcare Management-Tuition Fee	Annual	29,000
Capital Market- Tuition Fee	Annual	29,000
Banking and Financial Services Management- Tuition Fee	Annual	29,000
Semester Wise - Tuition Fee	Semester	15,000
Registration Fee (Non-Refundable)	One Time	1,000
Examination Fee	Semester	NA



Graduate aspiring students should apply.

## Features of the Programme

An Online PG Diploma Programmes with industry integration and sector specialisation is best for careers.

Day one, professionally prepared.

International academic partners.

Learn industry tools.

Learn advanced skills.

Access to job boards, resume creation, mock interviews, aptitude and soft skill training, and a rigorous career development programme.

Use a planned mentorship programme with a well-known method.

Join future leaders as GLA University alumni.

## How do students execute practical?

The course will include real-world business problems.

Students must apply conceptual knowledge from online lectures and relevant learning to meet objectives and solve problems.

The practical will also help students draw conclusions and apply problem-solving knowledge.

Introduce industry-leading management skills and tools.

Learn with data and communication.

Use management functional areas and domains to make decisions and solve problems.



# Programme Outcomes

Awakened minds with business "Career by Choice" skills.

Introduce industry-leading management skills and tools.

Learn data and communication.

Use management functional areas and domains to make decisions and solve problems.

## Why GLA Online Edge - PG Diploma Programmes?



### Learning Outcomes

#### University PG Diploma:

You'll get a certified from a top Indian university.

#### Certification Content from MOOC courses:

The curriculum will match leading academic institutions and certification partners.

#### Social Immersion Project:

You'll learn outside the classroom. Group action learning projects will teach you how administrative decisions affect society and daily life. You will develop solutions to improve our community.

#### Industry Project:

Industrial projects will be mentored in the programme's final year.

#### Faculties:

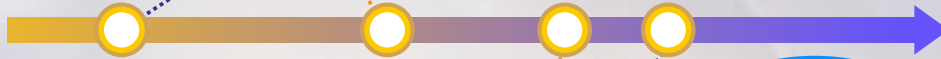
Faculties with Global University Pedigree.

# Career Outcomes



Post Graduate Diploma from GLA University and meet people from around the world.

Resume writing, practice interviews, career planning, skill development, and industry connections.



Personal development coaching from industry mentors.

Online and Offline events and networking with GLA University alums, peers, and industry mentors.

## Why GLA Online?



## Our Differentiators

Strong product portfolio

Industry partner integration

Curriculum, aligned with Certifications

Technology specialist with domain understanding

Job-focused learning path

Recognised industry tools

## Our Delivery Framework

Four quadrant approach model

First-hand programming practical using latest tools

Excellent feature of Online programming platform

Real-world case studies

Alumni networking & knowledge sharing

Multi-delivery Model

### Resume Building

Personalised guidance from industry experts to build the proper resume, cover letter, and 30-seconds video introduction using industry best practices highlighting achievements, relevant skills, and experiences for the target job.

### Mock Interview

One-on-one practical and behavioural mock interviews with a career coach to assess job interview readiness for the targeted organisation and role. The mock interview and career coach feedback help candidates identify and improve their weaknesses.

### Career Planning

Access industry expert advice on hiring trends, skills analysis, and creating a positive, relevant, career-focused career action plan. Analyse your skills, strengths, career ownership and accountability to find the right path.

### Job Search Support

A dedicated Job Search Consultant for each candidate to help them understand their profiles, preferences, and skill matrix.

Listing potential employers and recruitment consultants and sharing skill matrices.

Candidate opportunities in the industry. Potential employers share skill matrices, and profile shortlists.

Interview follow-up with recruiters and employers.

### Careers and Placements

Our scientific career management approach helps people identify their values and drivers, set career goals, create a step-by-step plan, and find relevant services. We provide these career-building services.



# Programme Curriculum

## PG Diploma in Digital Marketing

### SEMESTER 1

- Digital Branding and Engagement
- Advertising and Promotion
- Reputation Management
- Digital Marketing - Overview and Strategies
- Career Excellence Program -I
  - Buyer Behavior
  - Business Ethics and Social Responsibility

### SEMESTER 2

- Website Planning & Creation
- Search Engine Optimisation & Advertising
- Social Media Marketing
- Project
- Career Excellence Program -I
  - Affiliate Marketing
  - Earning through AdSense & Blogging

## PG Diploma in Business Analytics

### SEMESTER 1

- Business Communication
- Managerial Economics
- Principles of Management
- Spreadsheet Modelling
- Career Excellence Program -I
  - Statistics for Business- Decision Science-1
  - Analytics toolkit- Decision Science-2

### SEMESTER 2

- Corporate Finance
- Introduction to Machine Learning
- Statistical Modelling
- Data Visualisation
- Career Excellence Program -I
  - Application of Deep Learning
  - Application of NLP

## PG Diploma in Hospital Administration

### SEMESTER 1

- Business Communication
- Managerial Economics
- Computer Application for Business
- Principles of Management
- Career Excellence Program -I
  - Healthcare Economics
  - Healthcare Policies & Governance

### SEMESTER 2

- Financial Management and decision making in Healthcare
- Healthcare Analytics
- Material & Inventory Management in Healthcare
- Ethics & Legal Aspects in Healthcare
- Career Excellence Program -I
  - Financial Modelling In Healthcare
  - Healthcare Analytics

## PG Diploma in Hospital and Healthcare Management

### SEMESTER 1

- Healthcare Delivery system in Public Health
- Introduction to Medicine
- Hospital Planning
- Principles of Management
- Career Excellence Program -I
  - Healthcare Economics
  - Healthcare Policies & Governance

### SEMESTER 2

- Financial Management and decision making in Healthcare
- Healthcare Analytics
- Material & Inventory Management in Healthcare
- Ethics & Legal Aspects in Healthcare
- Career Excellence Program -I
  - Financial Modelling In Healthcare
  - Healthcare Analytics

# Programme Curriculum

## PG Diploma in Capital Market Management

### SEMESTER 1

- Corporate Finance
- Money and Capital Market
- Personal Taxation
- Corporate Taxation
- Career Excellence Program -I
  - Financial Instruments and Derivatives
  - Merchant Banking and Financial Services

### SEMESTER 2

- Regulatory Framework- Financial
- Wealth Management
- Portfolio Management
- International Financial Management
- Career Excellence Program -I
  - Financial Modelling
  - Equity Research with financial modelling

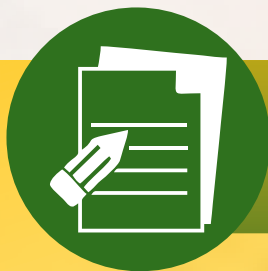
## PG Diploma in Banking and Financial Services

### SEMESTER 1

- Financial Market and Ecosystem
- Portfolio Management
- Corporate Strategy
- Corporate Governance
- Career Excellence Program -I
  - Decision Science- I: Incomplete data and Investment decision
  - Financial and Text-based analytics

### SEMESTER 2

- Strategy Leadership: Financial Market
- Design Thinking
- Financial Modelling
- International Financial Management
- Career Excellence Program -I
  - Digital Strategies
  - Decision Science II: Understanding AIML Implications



## Assessment & Assignments

- ✓ Unit level MCQs
- ✓ Unit level Q&A
- ✓ Unit level Exercises/ assignments
- ✓ Course level Assignments
- ✓ Viva-Voce
- ✓ Capstone Project

# Admission Process

## STEP-1:

Registration on the website <https://online.gla.ac.in/>, registration process will start after clicking on "Apply Now" and then choose Online campus on form, complete the registration form and proceed to next step.

01

02

## STEP-2:

E-mail Verification

## STEP-3:

Registration Form Filling

- (I) Personal Details
- (II) Parents Details
- (III) Residential Details

03

04

## STEP-4:

Pay Registration Fee

## STEP-5:

Registration Form

- (I) ABC (Academic Bank of Credits) ID
- (II) Educational Details

05

06

## STEP-6:

Upload Documents

**STEP-7:**  
Declaration

07

08

## STEP-8:

Admission Fee Payment





**86%**  
Overall Placement  
in Past 5 Years



**33,000+**  
Alumni Settled across  
the Globe



**650+**  
Faculty Members from  
Global Institutions



**15,000+**  
Students Enrolled in  
Different Courses

## Our Corporate Alliances

We empower your career with strong industry connections in diverse domains.

**NTT DATA**  
Trusted Global Innovator

**JINDAL**  
STEEL & POWER

**HDFC BANK**  
We understand your world

**TECH**  
**mahindra**

**HONDA**

**UO**  
Mu Sigma

**AFCONS**

**Azure Power**

**SAMSUNG**

**amazon.in**



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