

Your Career

Sprungboard

**Master of
Business Administration**

General Management

 **2 YEARS** | 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 organisation. 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

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)

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

<https://onlinejain.com/>

Program Structure*

| 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 Behaviour | Integrated Marketing Communications | Organization Development & Change Management |
| Organizational Behaviour and Human Resources Management | Talent Acquisition & Management | Employee Reward Management | Wealth Management & 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 * |

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

IT ALL + ADDS UP



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 Companies



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