



SASTRA

ENGINEERING • MANAGEMENT • LAW • SCIENCES • HUMANITIES • EDUCATION

DEEMED TO BE UNIVERSITY
(U/S 3 OF THE UGC ACT, 1956)

THINK MERIT | THINK TRANSPARENCY | THINK SASTRA

MASTERS OF BUSINESS ADMINISTRATION (M.B.A)



ONLINE MODE 2 YEARS

PROGRAMME HIGHLIGHTS

Recognized MBA from a Top Ranked University

Earn a credible, recognized and UGC approved MBA degree from India's top ranked University. Sastra is ranked #28 amongst Universities as per NIRF Rankings 2024 and holds NAAC A++ accreditations.

Masterclasses by Industry Experts

Interact and learn from experienced professionals from industry who will share you the dynamics of a real time working environment and the nature, challenges and complexities that they have dealt with as a part of navigating their job responsibilities.

95% Employment Rate

For Last 10 years, our students are placed in top MNCs of India

Career-Fit Electives

Choose electives to specialize in Marketing, HR or Finance to align with your career fitment

Career Support Services

Avail Career Support Services custom designed for students of the Online MBA programme that encompasses interactive sessions on Personal Grooming, Career Coaching, Resume & Profile Building, Interview Preparation and Job Search Support.

Immersive Learning with Hands-on Practice and Experiential Exercises

Learn through specially designed live and interactive sessions where various management concepts are taught through relevant case studies, engaging simulation games, workshops, experience sharing by industry experts, interactive and hands on class exercises and group discussions. Further participants will also have the opportunity to identify a real time problem statement and work through a collaborative solution through group projects.

SALIENT FEATURES

- India's top ranked university. NIRF rank #28 NAAC A++ accreditations
- Interactive learning content and Self Learning Materials (SLM)
- Industry interaction and experiential learning through masterclasses
- Highly qualified and experienced faculty
- Career support services
- Affordable fee structure with loan facility at attractive rates



LEARNING OUTCOME

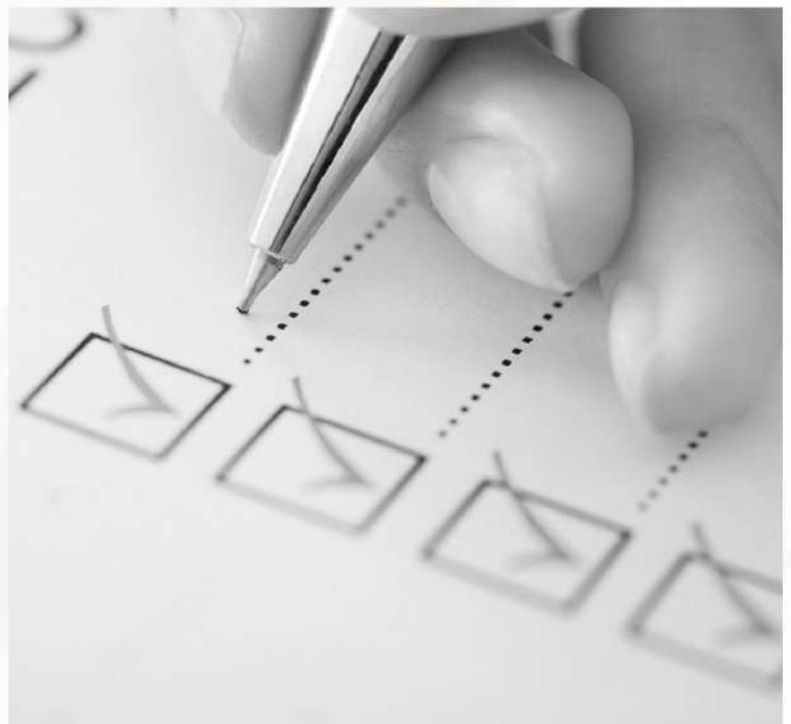


ON SUCCESSFUL COMPLETION OF THIS PROGRAMME, PARTICIPANTS SHOULD BE ABLE TO

- Gain structured knowledge of relevant business concepts currently applied in the industry
- Identify and apply best practices to solve managerial challenges
- Develop analytical and critical thinking abilities required for problem solving
- Address real life business problems through live project
- Set individual career goals and pathways and work towards achieving them

ELIGIBILITY

- Graduate from a recognized university
- Educational pathways: 10+2+3, 10+3+3, 10+3+4, or 10+2+4



PROGRAMME FEES

FOR STUDENTS IN INDIA	SEMESTER FEE	YEARLY FEE	TOTAL PROGRAMME FEE (LUMP SUM FOR 2 YEARS)
Programme Fee	INR 60,000	INR 1,20,000	INR 2,40,000
Limited Time Discounted Fee	INR 60,000	INR 1,00,000	INR 1,70,000

The above fee is applicable for the July 2025 batch admissions.

FEE INCLUDES

- Interactive learning content and Self Learning Materials (SLM)
- Live interactive sessions with Industry experts
- Doubt clearing and other contact classes as specified
- Semester exam fees for all 4 semesters
- Career support services

FEE DOES NOT INCLUDE

- Re-exam fees for any subsequent attempts
- Charges for convocation and degree certificates
- Any other administrative charges that are not covered above





MBA

SCHEME OF STUDY

The program consists of a total of 19 Courses (17 Core courses and 2 Master courses) with one Project Work amounting to 80 credits.

Semester I (16 Credits)

Course Code	Course Name	Credit
MBAOL028	Foundations of Management and Organisational Behaviour	4
MBAOL029	Economics for Decision Making	4
MBAOL 03	Accounting for Managers	4
MBAOL030	Business Research Methods	4
TOTAL		16

Semester II (18 Credits)

Course Code	Course Name	Credit
MBAOL020	Contemporary Marketing Management	4
MBAOL021	People Management	4
MBAOL 07	Financial Management	4
MBAOL022	Operations & Supply Chain Management	4
MBAOL031	Master Class – I	2
TOTAL		18

Semester III (20 Credits)

Course Code	Course Name	Credit
MBAOL 09	Strategic Management	4
MBAOL15	Business Analytics and Data Visualisation	4
	Elective – 1	4
	Elective – 2	4
	Elective – 3	4
TOTAL		20

Semester IV (26 Credits)

Course Code	Course Name	Credit
MBAOL025	Corporate Laws and Governance	4
	Elective – 4	4
	Elective – 5	4
	Elective – 6	4
MBAOL032	Master Class – II	2
MBAOL19	Project Work	8
TOTAL		26

Credits Distribution

Semester	I	II	III	IV	Total
Courses	4	5	5	5	19
Credits	16	18	20	26	80



Semester III

Course Code	Course Name	L	T	P	C
MARKETING ELECTIVES					
MGT6XX	Phygital Retailing	4	-	-	4
MGT6XX	Services Marketing & Customer Relationship Management	4	-	-	4
MGT6XX	Digital and Social Media Marketing	4	-	-	4
FINANCE ELECTIVES					
MGT6XX	Investment Analysis & Portfolio Management	4	-	-	4
MGT6XX	Financial Markets & Mutual Funds	4	-	-	4
MGT6XX	Project Management	4	-	-	4
HRM ELECTIVES					
MGT6XX	Compensation Management	4	-	-	4
MGT6XX	Human Capital Strategy and Performance Management	4	-	-	4
MGT6XX	Learning and Development	4	-	-	4
GENERAL MANAGEMENT ELECTIVES					
MGT6XX	Digital and Social Media Marketing	4	-	-	4
MGT6XX	Project Management	4	-	-	4
MGT6XX	Learning and Development	4	-	-	4



Semester IV

Course Code	Course Name	L	T	P	C
MARKETING ELECTIVES					
MGT6XX	Sales and Distribution Management	4	-	-	4
MGT6XX	Consumer Behaviour	4	-	-	4
MGT6XX	Startup Marketing	4	-	-	4
FINANCE ELECTIVES					
MGT6XX	Behavioural Finance	4	-	-	4
MGT6XX	Managing Banks and Financial Institutions	4	-	-	4
MGT6XX	Personal Finance and Wealth Management	4	-	-	4
HRM ELECTIVES					
MGT6XX	Organizational Design and Development	4	-	-	4
MGT6XX	Industrial Relations and Labour Laws	4	-	-	4
MGT6XX	Digital Leadership	4	-	-	4
GENERAL MANAGEMENT ELECTIVES					
MGT6XX	Services Marketing & Customer Relationship Management	4	-	-	4
MGT6XX	Personal Finance and Wealth Management	4	-	-	4
MGT6XX	Digital Leadership	4	-	-	4



ABOUT SASTRA

With a humble beginning in the year 1984, SASTRA's progress in the last 36 years is a testimony to its commitment to build a University as envisaged in its guiding model. Today, SASTRA is one of India's premier institutions offering undergraduate, postgraduate & doctoral programmes in Engineering, Management, Law, Sciences, Humanities and Education. It was conferred Deemed-to-be-University status in 2001 by the University Grants Commission under Section 3 of the UGC Act 1956. SASTRA also has an MHRD-notified off-campus named Srinivasa Ramanujan Centre (SRC) at Kumbakonam.

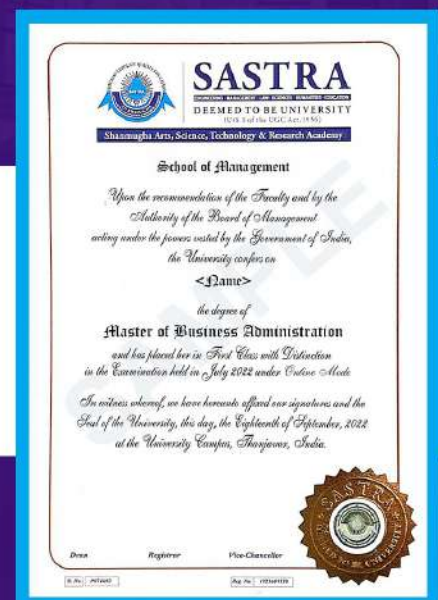
As a comprehensive University, its teaching programmes are complemented by research engagements, consultancy assignments, training and extension activities. It had been re-accredited by NAAC (fourth cycle) with a maximum grade of 'A++' (3.76/4.00) and is a Category I Institution based on the UGC's categorization of Universities for Graded Autonomy Regulations, 2018. Twelve engineering programmes of SASTRA have been internationally accredited for a period of 9 years by the Institution of Engineering & Technology (IET), UK recognizing SASTRA's academic excellence. In the NIRF ranking, SASTRA has always been placed among the top 40 Universities with a current position of #28 in 2024. It is also recognized as a Scientific & Industrial Research Organization by the Government of India.

The sample certificate has been provided for illustrative purposes only. The format and actual contents of the certificate may vary depending upon the guidelines prevalent at the time of issuance.



ABOUT SASTRA SCHOOL OF MANAGEMENT

The School of Management at SASTRA has a unique feature of accommodating faculty members with an average experience of 22 years with over 90% of them being conferred with Ph.D. The active involvement of faculty in research and extension activities enhances efficiency which translates into a better learning experience for the students. Various Functional Clubs, Annual Seminars, International Conferences, Knowledge Lectures by Corporate Leaders, National Level Inter-Collegiate Meets, Entrepreneurship Development Cell, etc., constitute the ideal learning environment and encouragement for the holistic development of the students. Different teaching pedagogies like case-study methodology, flipped classroom, blended learning, seminars, debates, group discussions, quizzes, simulations, etc. make learning interesting and learner-centric at SASTRA for the students.





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