



MBA PLUS

Master of Business Administration
+
Post-Graduate Certificate Program



UGC
Entitled



AICTE
Approved

#ItAllAddsUp

About us

- ✚ JAIN Online the e-learning arm of JAIN (Deemed-to-be University), Bangalore was founded by Dr. Chenraj Roychand
- ✚ The University functions under the wing of JAIN Group, an established education provider and entrepreneurship incubator with 30 years of credibility
- ✚ True to its vision, the University lays equal importance to education, entrepreneurship, research and sports attracting thousands of students worldwide
- ✚ Online degrees are now gaining immense popularity worldwide due to the freedom it allows learners to access high quality education from the comfort of their home
- ✚ At JAIN Online, we strive towards empowering our learners with industry relevant skills and knowledge to help them excel in their professional journey
- ✚ Our academic programs serve as the perfect upskilling option for both novice and experienced



About the program

The **MBA** PLUS Program is spread over two years and is a blend of two Programs running concurrently – Master of Business Administration (MBA) and Post-Graduate Certificate Program (PGCP) with a concentration in an allied domain.

This PLUS Program will give learners an edge and equip them with knowledge, skills and understanding to remain resilient and thrive in an increasingly complex and dynamic global scenario. As part of the MBA Program, you can choose the Electives in Finance, Human Resource Management, Information Technology Management and Marketing which will give you a broad understanding of a domain and simultaneously specialize in a specific track with Post-Graduate Certificate Program. It is designed to suit working professionals with managerial and leadership aspirations but who do not wish to leave their fulltime job while acquiring a quality master's degree qualification.

The MBA 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 PGCP Program is designed to provide in-depth knowledge of the chosen domain and their applications in improving business processes and decision making. Learning resources like recorded lectures, self-learning materials etc. are offered to the learner as part of the **MBA** PLUS Program giving learners the flexibility to learn at their time and pace while additional Live online sessions over the weekend and **contact sessions in face-to-face mode** are scheduled, allowing learners an opportunity to interact, share knowledge and network with fellow learners and faculty. The MBA Program lasts four Semesters spread over two years and the PGCP Program is offered concurrently during the fourth semester of the MBA Program.



Highlights of the program

- + Equivalent to a conventional degree
- + Broader domain knowledge with the PLUS advantage
- + Experiential learning methods
- + Value-added course on Entrepreneurship
- + Industry-oriented curriculum designed by experts
- + Guest lectures and workshops from industry professionals
- + Dedicated Program Manager
- + Post-program assistance -
 - + Resume building and social media profiling
 - + 1:1 mock interviews with experts
- + Connect to Careers e-hire portal



MBA PLUS Options

You can choose one Elective for your MBA and one Post-Graduate Certificate Program



MBA Electives

Marketing

Finance

Human Resource Management

Information Technology Management

PGCP Options

Digital Marketing

Business Analytics

Business Analytics

FinTech

Investment Banking and Equity Research

Business Analytics

Strategy and Leadership

Business Analytics

Eligibility criteria

- + 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.

Fee plan

One Time University Registration Fee	Tuition Fee	Annual Examination Fee
₹ 2,500	₹ 1,00,000 Per year	₹ 3,000

*Fee can be paid in Semester wise / Annual wise



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Program Structure of MBA in Marketing

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 Behaviour	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 *

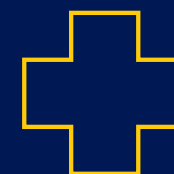
* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



Program Structure of MBA in Finance

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 & Applications
Accounting & Finance	Direct & Indirect Taxes	Fixed Income Securities & Derivatives	Wealth Management & Behavioral Finance
Organizational Behaviour and Human Resources Management	Investment Analysis and Portfolio Management	Valuation & Investment Banking	Financial Modeling & Analytics
Quantitative Techniques & Analytics	Banking, Financial Services and Insurance	Project Appraisal & Finance	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



Program Structure of MBA in Human Resource Management

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 & Management	Human Resource Metrics and Analytics	Organization Development & Change Management
Organizational Behaviour and Human Resources Management	Learning and Development	Employee Reward Management	Leadership in Practice
Quantitative Techniques & Analytics	Industrial Relations & Labour Laws	Performance Management System	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

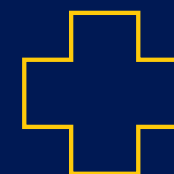
* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



Program Structure of MBA in Information Technology

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 Systems	Technology Management	e-Business Technologies
Organizational Behaviour and Human Resources Management	Information System Management	Software Engineering	IT Privacy & Security
Quantitative Techniques & Analytics	Enterprise Resource Planning	IT Project 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



Post-Graduate Certificate Program (PGCP)

+ Business Analytics

- Python and SQL for Data Science
- Predictive Analytics
- Data and Text Mining
- Web and Social Media Analytics
- Data Visualization

+ Digital Marketing

- Digital Marketing Fundamentals
- Inbound Marketing
- Outbound Marketing
- Growth Marketing

+ FinTech

- FinTech Fundamentals
- Block chain and its Applications
- Robotic Process Automation
- Artificial Intelligence and Machine Learning in FinTech

+ Investment Banking & Equity Research

- Equity Research Fundamentals
- Financial Statement Analysis
- Valuation
- Financial Modeling

+ Strategy & Leadership

- Leadership, Strategy and People Management
- Executive Leadership
- Negotiation
- Change Management



Learning Methodology



Each course involves approximately 120 hours of learning



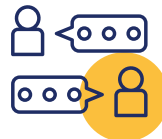
Two-way live online audio-video lectures



Pre-recorded audio-video lecture available on the Learning Management System (LMS)



Multimedia content



Interactions through the discussion forum on the LMS



Exhaustive e-content for in-depth reference



Self-study activities including assignments, quiz & MCQs, essay-type questions, case study, etc.



Experiential learning methods including individual and group projects



Contact sessions in face-to-face mode





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