



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Finance and Marketing



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

Marketing and Finance combination is one of the most sought electives. This is an integral as well as an indispensable part of the industry. Strictly speaking, these two fields can be viewed as completely different, but there's a lot you can learn from one, and transfer your experience to the other.

Marketing can help you get a job, promotion, and qualify for management and executive positions since it emphasizes developing leadership and communication skills. On the other hand, finance offers excellent earning potential and rewarding career options in a variety of industries. The finance domain has not just witnessed significant growth but has thrived under the economic churn, so it's safe to say that it is a little more secure than other ones. This combination of Marketing and Finance is breaking barriers for those who want to have a blend of desk and field jobs which makes this combination powerful. And together these two will not just enhance the learning but will open the door for various career opportunities, especially in the banking and financial services sector. This dual elective will provide a holistic overview of Marketing and Finance and will be a valuable asset in driving your career. By the end of your online MBA degree in Finance and Marketing, you will be equally competent in both electives.

Elective Highlights

- + Strong foundation in the principles and practices of Marketing and Finance
- + Thorough understanding of advanced courses like MarComm, FinTech, Finance Analytics, etc.
- + Firm grip over two important business functions to deliver better results
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Achieve business mastery with a unique blend of Marketing, BFSI, and Management courses
- + 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)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 42,500	₹ 85,000	₹ 1,70,000	\$850	\$1,700	\$3,400	₹ 2,500	\$150	₹ 3,000	\$50

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

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	B2B Marketing
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Retail Marketing and Brand Management
Accounting & Finance	Investment Analysis and Portfolio Management	Integrated Marketing Communications	Fintech: Foundations and Applications
Organizational Behaviour and Human Resources Management	Banking, Financial Services and Insurance	Financial Services Marketing	Wealth Management and Behavioral Finance
Quantitative Techniques & Analytics	Supply Chain Management	Financial Analytics	Cross-Functional Elective Course
		Open Elective Course	Master Thesis / Project *

How #ItAllAddsUp to a successful career!



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 Corporates



 www.onlinejain.com

