



# FOUNDATION For Your Future



## Master of Business Administration (MBA)

with an Elective in Marketing and  
Human Resource Management



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



## About the Elective

Traditionally both Marketing and HR have been looked upon as separate entities with the former focused on external environment and the latter in an internal setting. In today's digital world, it's the union of Marketing and HR that is fueling a company's growth.

Both Marketing and HR represent a vital component to businesses everywhere. The common element in HR and Marketing stream is people. For any industry, the Marketing and HR streams work in sync and share few common objectives that are targeted toward different audiences. Marketing is responsible for the branding of the company, discovering a company's message and communicating the same to its consumers. On the other hand, HR is accountable for employment branding; ensuring the organization is perceived properly by internal employees and external candidates. Working together, HR finds the best people to promote and build the brand, while marketing creates and delivers the brand message to employees. At the end, HR and marketing must work cohesively and use empathy to truly connect with and understand employees. This duo combination is the heart to run any organization and it seems promising for the prospective employers and job seeking graduates. This elective will help you develop the skills for a variety of Marketing and HR careers.

## Elective Highlights

- + Strong foundation in the principles and practices of Marketing and HR strategies
- + Thorough understanding with advanced courses
- + 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, HR 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     | Strategic Human Resource Management            |
| Managerial Effectiveness & Ethics                       | Marketing Management & Research   | Operations Management               | Organization Development and Change Management |
| Accounting & Finance                                    | Talent Acquisition and Management | Employee Reward Management          | Retail Marketing and Brand Management          |
| Organizational Behaviour and Human Resources Management | Learning and Development          | Integrated Marketing Communications | Digital Marketing and Data Analytics           |
| Quantitative Techniques & Analytics                     | Consumer Behavior                 | Marketing of Services and CRM       | 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](http://www.onlinejain.com)

