



UPES
UNIVERSITY OF TOMORROW

Centre for
Continuing
Education

MBA (General) Specialisation **Digital Business**

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 39 in Management
Category by NIRF
University Ranking 2022



UGC Entitled
Programs



Awarded QS 5 Stars for
Academic Development



Participate in Global
Discussion Forums and
Benefit From Dedicated
Student Mentorship



Rated 5 Stars for
Employability, Facilities
& Program Strength

12000+

Successful
Career Transitions

About the Program

MBA (General) specialisation Digital Business is a four-semester program designed for working professionals, who are working in or wish to make a career in the areas of Digital Business, E-Commerce and related areas. Participants will gain a good understanding of the business practices, processes, design, and strategies relevant for success in digital businesses.

The MBA in Digital Business program will help students emerge into well-rounded professionals ready to take up challenges of the industry in diverse areas from retail to manufacturing to the service sector.

The MBA in Digital Business program will equip the students to develop into top-notch professionals or entrepreneurs in the digital business and booming areas of digital marketing.

Key Highlights of the Program



Interactive Live Sessions: Learn directly from industry experts and global faculty through engaging live sessions.



Dedicated Academic Advisor: Receive personalised guidance and support for your academic and career journey.



Facilitated Group Interactions: Participate in supervised discussion forums to collaborate and interact with peers.



Career Essential Programmes: Avail employability assistance and career-enhancing trainings in partnership with LinkedIn Learning, free of cost.

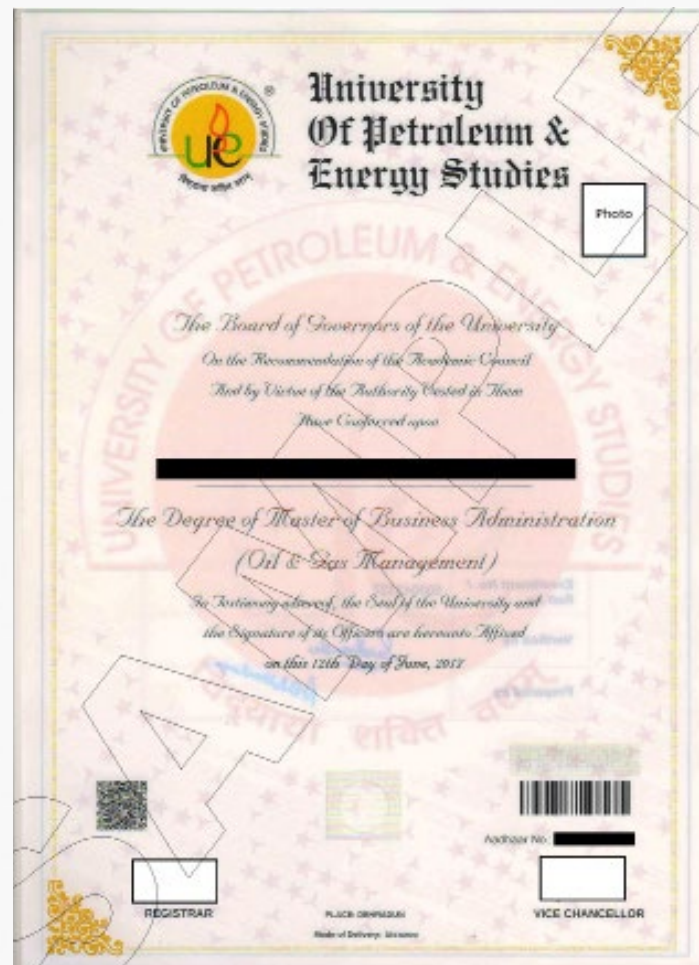


Robust Learning Management System: Learn from updated study materials, online library, and a user-friendly learning platform.



Real-World Application: Acquire practical skills through engaging projects and case studies for real-life impact.

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Traditional Marketers who wish to pave their way into Digital Marketing and Business.



Small enterprise or local business owners who wish to move their business online.



Those with a zeal to learn about digital business and its applications.



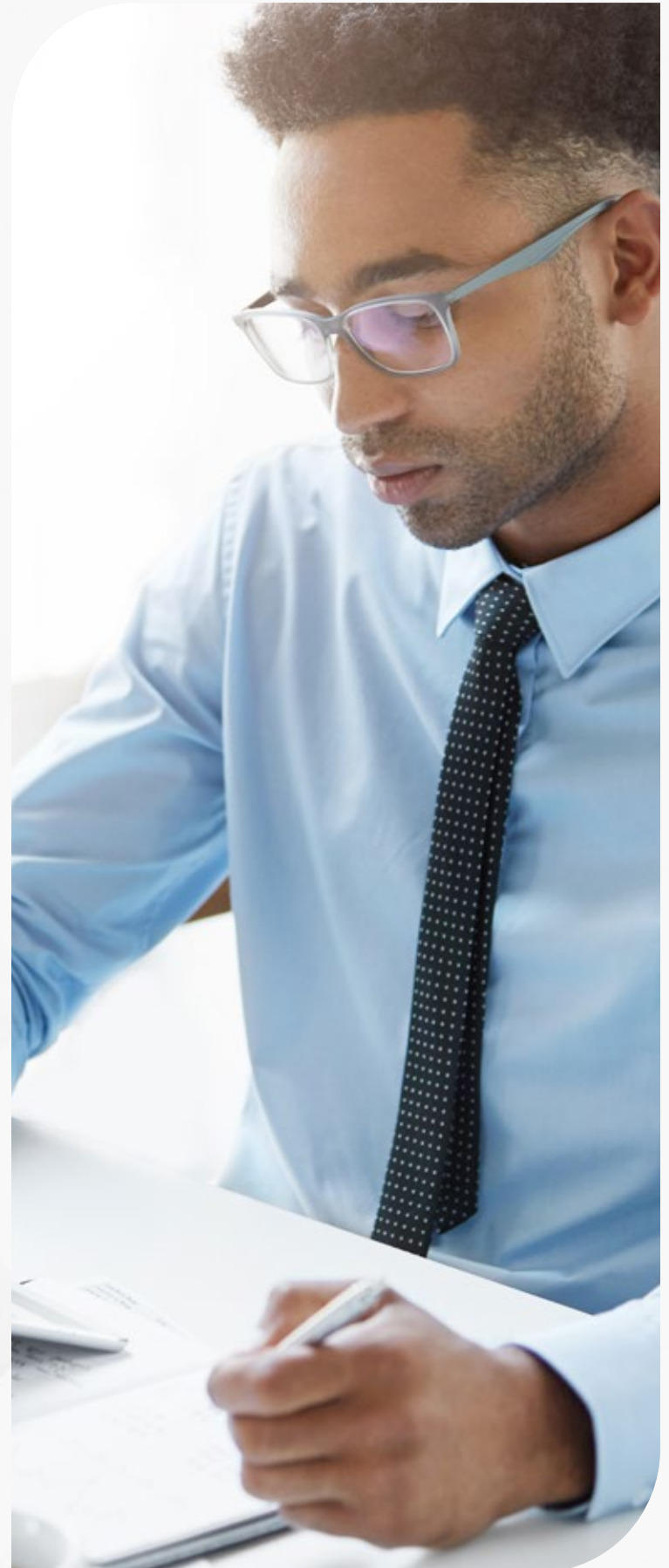
Graduates having basic knowledge of Digital Marketing platforms who wish to get practical and deep study of Digital Business.

Eligibility

Graduation with minimum 50% marks for freshers OR 45% marks for those with 2 years of experience.

OR

Higher National Diploma of 4 years duration or Min Level 5. Freshers must have minimum 50% marks and those with 2+ years of experience must have minimum 45% marks.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.

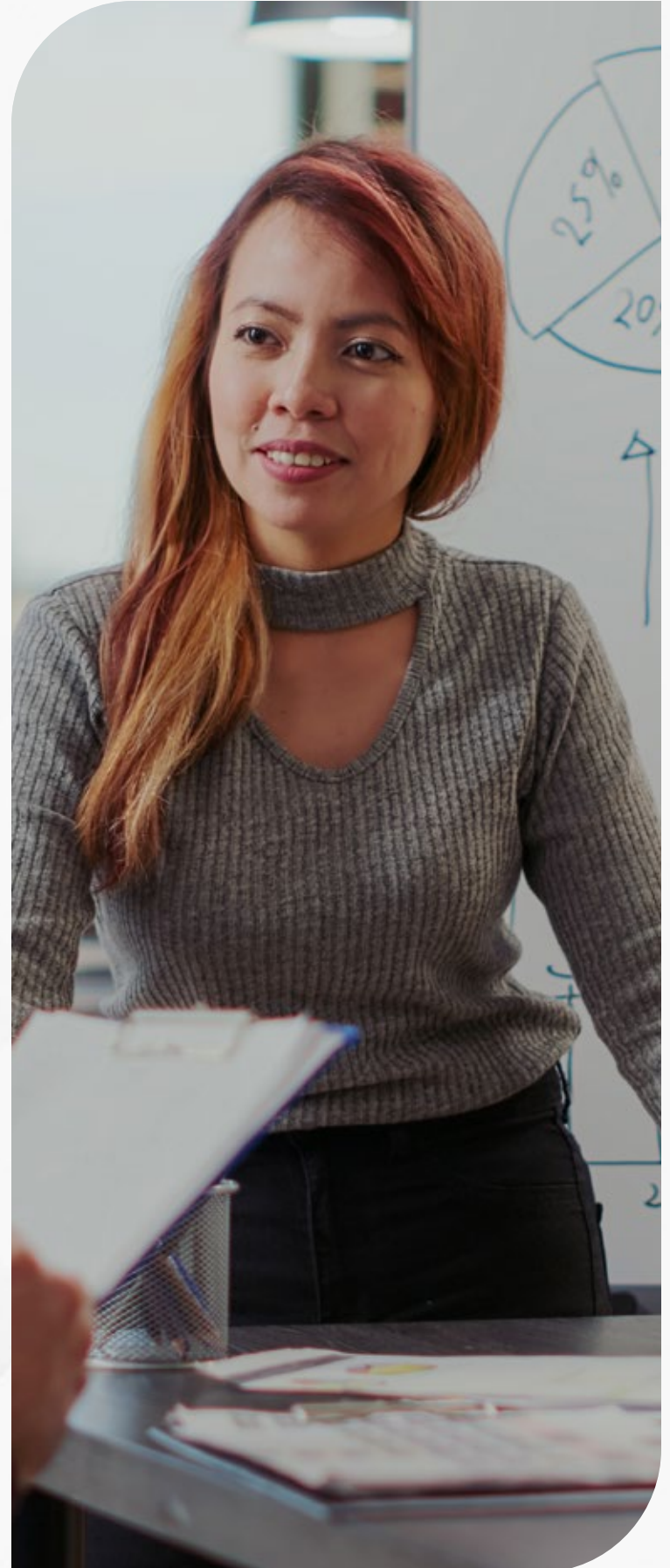
Pioneering AI-Enabled Education

Our AI-integrated curriculum sets new standards as the first Institution in India to embed AI into every program module.



Learning Outcomes

- Develop an in-depth understanding of the dynamics of the global Digital Business ecosystem.
- Develop skills surrounding the key marketing and branding components of an online business.
- Analyze the issues managers face in internet-based organizations.
- Apply business and technical knowledge to achieve and maintain market leadership positions in the Digital Business space.
- Exhibit assessment and design skills for research, promotion, and communication strategies within the Digital Business ecosystem.

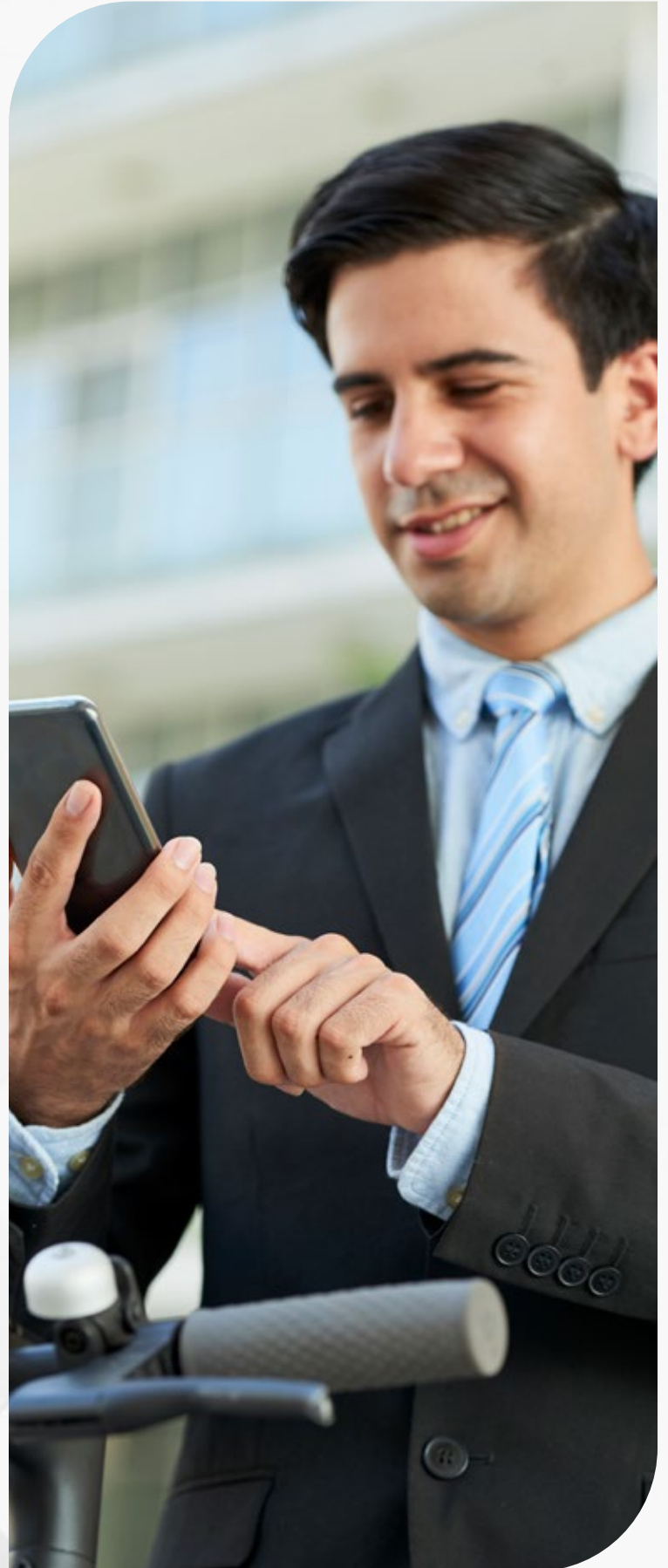


Key Skills You'll Learn

- Data Analysis
- SEO & SEM
- CRM
- Basic Designing Skills
- Social Media Skills
- Digital Marketing

Career Prospects

- E-Commerce Specialist
- Digital Analyst
- Digital Transformation Project Manager
- Digital Marketing Manager
- Digital Business Analyst
- Head of E-Commerce
- Digital Marketing Consultant



Hiring Companies

kinnect



#viralmafia
Digital Marketing Agency

blusteak



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

Human Resource Management

**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Introduction to Digital Business and Social Media Tools

**02**

Digital Business Models and Design Principles

**03**

Digital Brand Management

**04**

Digital Marketing

**05**

Business Analytics for Managers

Semester 4

**01**

Data Visualization

**02**

Business Policy & Strategy

**03**

Digital and Business Laws

**04**

Digital Payments and E- Business & E-Commerce

**05**

Dissertation

Testimonials

“

It was a delightful and professional experience for me with UPES CCE. The syllabus was industry-relevant and because of that, I learned a lot during my job. Online lectures were very helpful for seamless studies. I am highly obliged to whole team's immense support and cooperation.

HR Godara

Indian Air Force
Delhi, India
20 years

“

Being an Ex Airman from IAF transformed to work in Oil and Gas industry obviously a challenge. Such kind of professional courses from UPES benefited a lot to improve the domain knowledge, confidence and career opportunities not only in India but also across the globe.

Francis Salath Victor

CCED, Oman, Production
Superintendent,
Muscat



Program Fees



Partner with Finance Peer for

- Low-Cost EMI Options
- No Processing Fees
- No Hidden Costs Education to Elevate Your Career

Program fees

Indian Students: Rs. 1,50,000
(per semester Rs. 37,500)



FAQs

Question- Are the online degree programs offered by UPES University approved by UGC?

Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any employability assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

The majority of our students are already employed. And those who are not get mentored by the academic team through multiple engagement activities. The employability-related queries asked by the students are individually addressed.

Question- Can I go for PhD after doing an online MBA from UPES?

Answer- Yes! You can very well do a PhD after successfully completing your MBA degree. PhD enhances your employability quotient and helps you with progress in your career.

FAQs

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes, you can pursue a short-term PGP or Certification course along with your MBA degree program.

Question- Why should I choose your online program?

Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Start your application process today by visiting <https://admission.cce.upes.ac.in/apply>. If you need any assistance, our dedicated admissions team is here to help. Give us a call on our toll-free number: 1800 103 1495.

