



# 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 #24 amongst Universities as per NIRF Rankings 2022 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.

## **ACCESS TO AN EXCLUSIVE START-UP BOOTCAMP**

Participants who are keen to embark on an entrepreneurial journey can also avail exclusive access to a self-paced course and world class mentorship to help crystalize and accelerate their start up ideas. Fast track acceleration support for select start-ups will be provided by INDIA ACCELERATOR.

## **CAREER SUPPORT SERVICES PERSONALIZED TO SUIT YOUR SPECIFIC NEEDS**

Avail 6 month long personal career support services offered by a global leader in Career Transitioning, customized to work with you individually and tailor solutions to suit your specific career progression aspirations.

## **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 #24 NAAC A++ accreditations



Interactive learning content and Self Learning Materials (SLM)



Industry interaction and experiential learning through masterclasses



Highly qualified and experienced faculty



Personalized career support services



Opportunity to pursue entrepreneurial pathway



Affordable fee structure with loan facility at attractive rates



# LEARNING OUTCOME

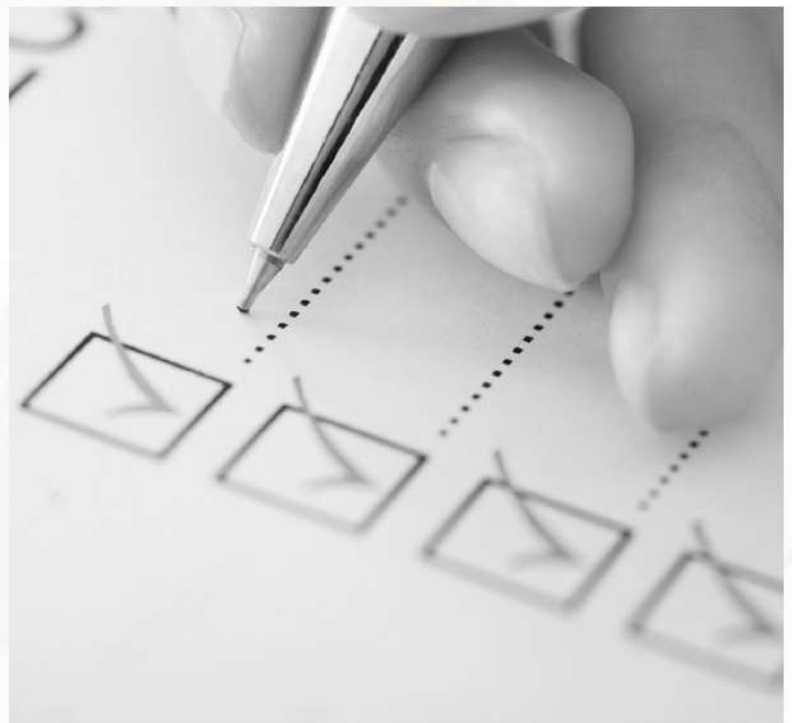


## ON SUCCESSFUL COMPLETION OF THIS PROGRAMME, PARTICIPANTS SHOULD BE ABLE TO

- 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/Bachelors degree (10+2+3 or 10+2+4) or equivalent in any discipline from a recognized university.



# CAREER PATHWAY OPPORTUNITIES



## CAREER PATHWAY 1 PERSONALIZED CAREER SUPPORT SERVICES

### COMPREHENSIVE CAREER SUPPORT SERVICES

Avail 6 month long individualized and personalized career support services tailored to suit your specific career progression aspirations.

### CUSTOMIZED 1 ON 1 SESSIONS

Experience continuous and involved engagement through 1 on 1 sessions with mentors handpicked to help you chart your career growth path and identify action plans that will lead you to your career goals.

### JOB SEARCH SUPPORT

Focussed job search support towards culmination of your degree including fortnightly updates and connecting with recruiter/companies to share candidate profiles basis requirements at that time.

### OFFERED BY A REPUTED GLOBAL PLAYER

Professional career support services are offered to participants by Right Management India, a unit of Manpower Group and a global leader in Career Transitioning and Management.



## CAREER PATHWAY 2 EXPLORE ENTREPRENEURIAL JOURNEY

- Structured self-paced course designed across 3 modules
- Live individual Mentor review at the end of each module as progressive milestones
- Upon completion of all 3 modules, opportunity to submit your start up idea to India Accelerator, one of the largest start-up accelerators in the country.
- Select start up ideas duly assessed to have adequate potential will be provided "Fast track" acceleration support by India Accelerator.



This pathway is ideally suited for participants with an entrepreneurial interest and who have a start-up idea and want to gain deeper knowledge of setting up a business from scratch.

# PROGRAMME FEES

FOR STUDENTS IN INDIA	SEMESTER FEE	YEARLY FEE	TOTAL PROGRAMME FEE (LUMP SUM FOR 2 YEARS)
Programme Fee	INR 55,000	INR 1,10,000	INR 2,20,000
Fee with Early Bird Benefit (Limited Time Offer)	INR 55,000	INR 1,00,000	INR 1,70,000

FOR INTERNATIONAL STUDENTS	SEMESTER FEE	YEARLY FEE	TOTAL PROGRAMME FEE (LUMP SUM FOR 2 YEARS)
Programme Fee	USD 1100	USD 2200	USD 4400
Fee with Early Bird Benefit (Limited Time Offer)	USD 1100	USD 1750	USD 3100

## FEE INCLUDES

- Interactive learning content and Self Learning Materials (SLM)
- Live interactive sessions with Industry experts and other contact classes as specified
- Semester exam fees for all 4 semesters
- Individualized career support service
- Access to self-paced course on Entrepreneurship

## FEE DOES NOT INCLUDE

- Re-exam fees for any subsequent attempts
- Any other administrative charges that are not covered above





# MBA

# SCHEME OF STUDY

## Semester I (16 Credits)

Course Code	Course Name	Credit
<b>MBAOL 01</b>	Foundations of Management and Organisational Behaviour	4
<b>MBAOL 02</b>	Economics for Decision Making	4
<b>MBAOL 03</b>	Accounting for Managers	4
<b>MBAOL 04</b>	Business Research Methods	4
<b>TOTAL</b>		<b>16</b>

## Semester II (18 Credits)

Course Code	Course Name	Credit
<b>MBAOL 05</b>	Contemporary Marketing Management	4
<b>MBAOL 06</b>	People Management	4
<b>MBAOL 07</b>	Financial Management	4
<b>MBAOL 08</b>	Operations & Supply Chain Management	4
<b>MBAOLMC01</b>	Experiential Masterclass by Industry Experts	2
<b>TOTAL</b>		<b>18</b>

## Semester III (20 Credits)

Course Code	Course Name	Credit
<b>MBAOL 09</b>	Strategic Management	4
<b>MBAOL 10</b>	Business Analytics and Data Visualisation	4
<b>MBAOL 11</b>	Services Marketing & Customer Relationship Management	4
<b>MBAOL12</b>	Human Capital Strategy and Performance Management	4
<b>MBAOL13</b>	Investment Analysis and Portfolio Management	4
<b>TOTAL</b>		<b>20</b>

## Semester IV (26 Credits)

Course Code	Course Name	Credit
<b>MBAOL14</b>	Corporate Laws and Governance	4
<b>MBAOL15</b>	Phygital Retailing	4
<b>MBAOL16</b>	Leadership & Change Management	4
<b>MBAOL17</b>	Project Management	4
<b>MBAOLMC02</b>	Experiential Masterclass by Industry Experts	2
<b>MBAOLPRO</b>	Project	8
<b>TOTAL</b>		<b>26</b>

## Credits Distribution

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



# 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.

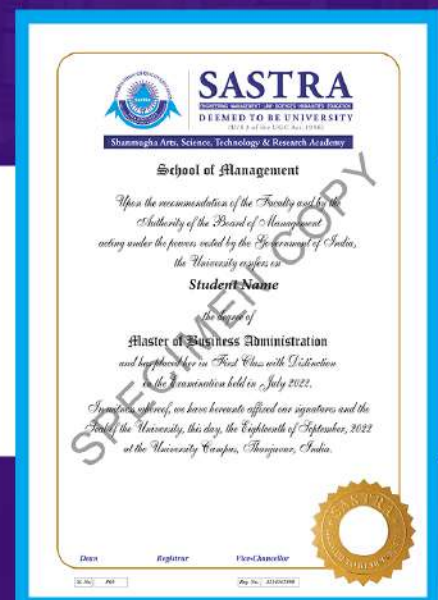
As a comprehensive University, its teaching programmes are complemented by research engagements, consultancy assignments, training and extension activities. It had been re-accredited by NAAC (fourth cycle) with a maximum grade of 'A++' (3.76/4.00) and is a Category I Institution based on the UGC's categorization 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 22 in 2022. It is also recognized as a Scientific & Industrial Research Organization by the Government of India.



## 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.

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 PARTNERS



**Right Management**

Right Management is a part of ManpowerGroup (a Fortune 500 Organization) and currently operates in more than 40 countries. We leverage our deep industry expertise and understanding of what organizations want and provide end-to-end capabilities across the talent lifecycle. From talent attraction and acquisition to upskilling, development, and retention, we provide seamless delivery, leveraging best-in-breed technology and extensive workforce insights across multiple countries at scale.

India Accelerator is a sector and stage-agnostic startup accelerator, amongst the largest in the country, which has programmes spread over 4 months where 5~10 selected startups will be provided with technology, business services, and incubation space along with intense mentoring focused on the individuality of product and business development. India Accelerator is the only GAN-partnered accelerator in India, endeavoring to provide 360-degree cross-functional mentorship and funding to entrepreneurs. We shortlist startups periodically and enrich them with essential building blocks like capital, competency, peripheral services & a strong network.



**India Accelerator**





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## FOR MORE DETAILS

**Visit:** [www.sastraonline.com](http://www.sastraonline.com)

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**Call:** 9811452877