



ONLINE
NOIDA INTERNATIONAL
UNIVERSITY
— EMPOWER YOUR FUTURE —

**NAAC
GRADE A+**
Accredited University



Secure Your Future With Our Top-Rated

Online MBA

Master of Business Administration



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About NIU

Noida International University (NIU) achieved recognition for its academic prowess by receiving the highest score of 3.44 out of 4 with Grade A+ in the first cycle of NAAC accreditation, outperforming all other private state universities in India. This honor was bestowed by the prestigious autonomous institution under the UGC, Ministry of Education, Government of India. A wide spectrum of programs paired with flexibility, experiential learning and interdisciplinary orientation emancipate our students to explore their interests and pursue dream careers. CDOE focuses on practical skills and real-world applications.



Our Vision

“To be a global Centre of learning, Innovation, Professionalism and Academic Excellence Tempered with values and Ethics”



Our Mission



To create a vibrant environment conducive to passionate learning and original thinking

Interaction with academia and industry to promote quality research and pathbreaking innovations.

To nurture world class human resources in all domain for positive and meaningful services to the nation and society.

To inculcate the highest level of integrity, strong character and commitment in nation building to serve mankind through providing quality education and healthcare services to the society

Program Highlights



Clear Learning Objectives

Clearly defined goals and outcomes help students understand what they will achieve by the end of the course.

Engaging Content

Engaging content like videos, quizzes & discussion forums keep students engaged and helps cater to different learning styles.



User-Friendly Interface

An intuitive and easy-to-navigate platform ensures that students can focus on learning rather than struggling with technology.

Regular Assessments

Frequent quizzes, assignments, and feedback help students track their progress and reinforce learning.



Responsive Support

Accessible instructors and support staff can address students' questions and technical issues promptly.

Flexible Learning

Self-paced modules and flexible deadlines accommodate different schedules and learning paces.



MBA Overview

NIU's Online Master of Business Administration (MBA) degree program provides nine career-focused concentrations, allowing you to design your own route to success. The Online MBA program's industry-oriented curriculum includes LIVE lectures by top-tier professors, Master Classes by industry professionals, online exams, placement support, and much more.

Duration:

2 Years

Total of 4 semesters

Online Programs:

LIVE + Recorded

Video Lectures by Expert Faculty

Eligibility:

Bachelor's degree (any discipline) or equivalent

Specializations:



Finance



Marketing Management



Production & Operations Management



Human Resources Management



International Business



Information Technology



Business Analytics



Retail Management



Hospital & Health Care Management

Program Structure

Semester 1

	Credit
• Management Concepts & Organizational Behavior	4
• Managerial Economics	4
• Accounting for Managers	4
• Business Communication	4
• Business Statistics	4
• Marketing Management	4
• Computer Application For Business	4

Semester 2

	Credit
• Financial Management	4
• International Business Environment	4
• Human Resource Management	3
• Production & Operation Management	3
• Business Research Method	3
• Management Information System	3
• Business Ethics & Corporate Social Responsibility	4
• SPSS Training	2

Specializations Details

1 Finance

Semester 3

	Credit
• Strategic Management	4
• Legal Aspects of Business	3
• Portfolio Management	3
• Management of Financial Institutions	3
• Project Appraisal and Finance	3
• Financial Markets and Services	3
• Summer Internship Project	6

Semester 4

	Credit
• Entrepreneurship Development	4
• Digital Marketing & E- Commerce	3
• Mergers, Acquisitions and Corporate Restructuring	3
• Financial Derivatives	3
• Behavioral Finance	3
• Corporate Taxation	3
• Dissertation & Viva Voce	6

2 Marketing Management

Semester 3

	Credit
• Strategic Management	4
• Legal Aspects of Business	3
• Buyer Behavior and Analysis	3
• Retail Marketing Management	3
• Sales and Distribution Management	3
• Integrated Marketing Communications	3
• Summer Internship Project	6

Semester 4

	Credit
• Entrepreneurship Development	4
• Digital Marketing & E- Commerce	3
• Digital and Social Media Marketing	3
• Product and Brand Management	3
• Services Marketing	3
• Marketing Metrics	3
• Dissertation & Viva Voce	6

3 Production & Operations Management

Semester 3

	Credit
● Strategic Management	4
● Legal Aspects of Business	3
● Supply Chain and Logistics Management	3
● Project Management	3
● Production Planning & Control	3
● Total Quality Management	3
● Summer Internship Project	6

Semester 4

	Credit
● Entrepreneurship Development	4
● Digital Marketing & E- Commerce	3
● Lean Manufacturing & Six Sigma	3
● Service Operations Management	3
● Supply Chain Analytics	3
● Operations Strategy	3
● Dissertation & Viva Voce	6

4 Human Resource Management

Semester 3

	Credit
● Strategic Management	4
● Legal Aspects of Business	3
● Talent Management	3
● Employee Relations Management	3
● Strategic Human Resource Metrics	3
● Employee Reward and Compensation Management	3
● Summer Internship Project	6

Semester 4

	Credit
● Entrepreneurship Development	4
● Digital Marketing & E- Commerce	3
● Performance Management Systems	3
● Learning and development	3
● Strategic HRM	3
● Human Resource Development	3
● Dissertation & Viva Voce	6

5 International Business

Semester 3

	Credit
● Strategic Management	4
● Legal Aspects of Business	3
● International Marketing Management	3
● International Regulatory Environment	3
● International Business Laws	3
● International Logistics	3
● Summer Internship Project	6

Semester 4

	Credit
● Entrepreneurship Development	4
● Digital Marketing & E- Commerce	3
● Export Import Documentation	3
● Trading Blocks & Foreign Trade Frame Work	3
● Inter Cultural Management	3
● International Financial Management	3
● Dissertation & Viva Voce	6

6 Information Technology

Semester 3

	Credit
● Strategic Management	4
● Legal Aspects of Business	3
● Managing E-Business	3
● Business Process Re-Engineering	3
● System Analysis and Design	3
● Strategic Management of Information Technology	3
● Summer Internship Project	6

Semester 4

	Credit
● Entrepreneurship Development	4
● Digital Marketing & E- Commerce	3
● Database Management Systems	3
● Business Analytics in Information Technology	3
● Managing IT-Enabled Services	3
● Network Operations, Management & Security	3
● Dissertation & Viva Voce	6

7 Business Analytics

Semester 3

	Credit
● Strategic Management	4
● Legal Aspects of Business	3
● Managing E-Business	3
● Business Process Re-Engineering	3
● Programming for Analytics	3
● Business Statistics with R Programming	3
● Summer Internship Project	6

Semester 4

	Credit
● Entrepreneurship Development	4
● Digital Marketing & E- Commerce	3
● Database Management Systems	3
● Business Analytics in Information Technology	3
● Multivariate Data Analysis	3
● Data Mining with R	3
● Dissertation & Viva Voce	6

8 Retail Management

Semester 3

	Credit
● Strategic Management	4
● Legal Aspects of Business	3
● Retail Sales Techniques & Promotion	3
● International Retailing	3
● Retail Planning & Operations Management	3
● Retail Supply Chain & logistics Management	3
● Summer Internship Project	6

Semester 4

	Credit
● Entrepreneurship Development	4
● Digital Marketing & E- Commerce	3
● Visual Merchandising & Space Planning	3
● Franchising in Retailing	3
● Luxury Retailing	3
● Rural Retailing	3
● Dissertation & Viva Voce	6

9 Hospital & Health Care Management

Semester 3

Credit

- Strategic Management 4
- Legal Aspects of Business 3
- Management of Hospital Services 3
- Hospital & Healthcare Planning 3
- Materials Management in Healthcare 3
- Hospital and Healthcare Information Management 3
- Summer Internship Project 6

Semester 4

Credit

- Entrepreneurship Development 4
- Digital Marketing & E- Commerce 3
- Healthcare Policies and Regulations 3
- Community Health and Hospital Safety & Risk Management 3
- Operations Management in Hospitals 3
- Health Insurance and Medical Tourism 3
- Dissertation & Viva Voce 6



Key Recruiters



Admission Process



1

Online Counselling

Our counselors will provide guidance to potential students on their selected program.

Online Registration to Admission Portal

Access to the admission portal is granted through online registration with a registration fee.

2



3

Documents Verification

The university admission team reviews the uploaded documents and confirms eligibility within a span of 4 Days. Approval of documents is subject to eligibility criteria as per the university guidelines.

Fee Payment & LMS Access

Students receive a fee payment link in their respective accounts to complete payment. Upon successful fee payment, eligible students are granted access to LMS (Learning Management System) within 48 hours.

4





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