



NAAC **A+**
GRADE

DIRECTORATE OF DISTANCE & ONLINE EDUCATION

**MASTER OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)**

COURSE BROCHURE (2026-27)

INTRODUCTION

Mangalayatan Online offers an Online MBA Plus (Digital Marketing) program, curated by experts, to prepare students with industry-relevant skills. The course curriculum comprises advanced business management topics. The second-year semester modules are designed with a specialization in digital marketing to promote products and services through digital platforms. Students will gain knowledge to plan, execute, and measure the marketing strategies with trending algorithms to enhance brand awareness. Through flexible interactive learning modules, shaping the leadership qualities of students with effective management skills to expand business in domestic and international markets.

MISSION:

- To encourage students to nurture creative and analytical digital marketing acumen with the suggested and relevant applications and tools to practice and enhance knowledge and skills.
- To enhance students' core business knowledge and strategic digital marketing techniques to incorporate in business operations to expand and thrive with enhanced earning potential.

OBJECTIVES:

The prime focus of the online MBA Plus (Digital Marketing) is to enhance students' business skills with quality learning resources available on Learning management system. The program includes the knowledge of Google algorithms, Search Engine Optimization, Search Engine Marketing, and content marketing to make data-driven marketing decisions. Preparing them to gain insight into consumer behaviour with effective marketing techniques to make a career in online branding.



INSTRUCTIONAL DESIGN

The programme is segmented into four semesters, and the minimum credit requirement is 84 to get an MBA in Digital Marketing degree from Mangalayatan Online. The minimum time period to complete the MBA in Digital Marketing degree programme will be two years, and the maximum time period (extended) is three years to pursue the online MBA (Digital Marketing) degree.

| SEMESTER - I | | | | | | |
|--------------|-------------|--|-----------|------------|------------|-------------|
| S.No. | Course Code | Course | Credit | Continuous | Term End | Grand Total |
| | | | | Assessment | Exam | |
| 1 | MGO-6101 | Principles and Practices of Management | 4 | 30 | 70 | 100 |
| 2 | MGO-6102 | Managerial Economics | 4 | 30 | 70 | 100 |
| 3 | MGO-6103 | Accounting for Managers | 4 | 30 | 70 | 100 |
| 4 | MGO-6104 | Business Statistics | 4 | 30 | 70 | 100 |
| 5 | MGO-6105 | Communication for Management | 4 | 30 | 70 | 100 |
| TOTAL | | | 20 | 150 | 350 | 500 |

| SEMESTER - II | | | | | | |
|---------------|-------------|------------------------------------|-----------|------------|------------|-------------|
| S.No. | Course Code | Course | Credit | Continuous | Term End | Grand Total |
| | | | | Assessment | Exam | |
| 1 | MGO-6201 | Entrepreneurship & SMEs Management | 4 | 30 | 70 | 100 |
| 2 | MGO-6202 | Business Environment | 4 | 30 | 70 | 100 |
| 3 | MGO-6203 | Research Methodology | 4 | 30 | 70 | 100 |
| 4 | MGO-6204 | Business Laws | 4 | 30 | 70 | 100 |
| 5 | MGO-6205 | Human Resource Management | 4 | 30 | 70 | 100 |
| TOTAL | | | 20 | 150 | 350 | 500 |



Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester

| SEMESTER - III | | | | | | |
|----------------|-------------|--|-----------|------------|------------|-------------|
| S.No. | Course Code | Course | Credit | Continuous | Term End | Grand Total |
| | | | | Assessment | Exam | |
| 1 | MGO-7101 | Strategic Management | 4 | 30 | 70 | 100 |
| 2 | MGO-7102 | Organizational Behavior | 4 | 30 | 70 | 100 |
| 3 | MGO-7171 | Digital Business Technology | 4 | 30 | 70 | 100 |
| 4 | MGO-7172 | Campaign Management and Marketing Automation | 4 | 30 | 70 | 100 |
| 5 | MGO-7173 | Organic Traffic Management | 4 | 30 | 70 | 100 |
| TOTAL | | | 20 | 150 | 350 | 500 |

| SEMESTER - IV | | | | | | |
|---------------|-------------|--|-----------|------------|------------|-------------|
| S.No. | Course Code | Course | Credit | Continuous | Term End | Grand Total |
| | | | | Assessment | Exam | |
| 1 | MGO-7201 | Business Ethics and Corporate Governance | 4 | 30 | 70 | 100 |
| 2 | MGO-7202 | Global Business Mgmt. | 4 | 30 | 70 | 100 |
| 3 | MGO-7271 | E-Commerce | 4 | 30 | 70 | 100 |
| 4 | MGO-7272 | Content Marketing | 4 | 30 | 70 | 100 |
| 5 | MGO-7273 | Social Media Marketing | 4 | 30 | 70 | 100 |
| 6 | MGD-7200 | Dissertation | 4 | 30 | 70 | 100 |
| TOTAL | | | 24 | 180 | 420 | 600 |



SYLLABI AND COURSE MATERIALS

Syllabi and self-learning materials are developed by our experienced faculty members of Mangalayatan University. The course content is approved by CIQA and the Board of Studies/Academic Council/Executive Council of India (UGC).

STUDY MATERIAL

The study material for the programme is developed in a digital format and shall be supplied to the students unit-wise for each course per semester.

VIDEO LECTURES

The Video Lectures prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

ONLINE COUNSELLING SESSIONS

The online counselling sessions shall be scheduled beforehand by the subject coordinator. There shall be 6 online counselling sessions of 1 hour each for a 4-credit course, held on Saturdays and Sundays. For 2-credit courses, there shall be 4 sessions of 1 hour each; for 6-credit courses, 8 sessions of 1 hour each.

MEDIUM OF INSTRUCTION

Medium of Course Instruction:

English

Medium of Examination:

English



STUDENT SUPPORT SYSTEMS

The university appoints programme coordinators, course coordinators, and course mentors to support learners in their studies. Additionally, the university has made appropriate arrangements for various support services, including online counselling, resource-oriented services, and evaluation methods of online modes, to provide efficient, smooth assistance to students through the online mode.

PROCEDURE FOR ADMISSIONS, CURRICULUM, TRANSACTION AND EVALUATION

| FEE STRUCTURE | | | | | | | |
|-----------------------------------|--------|----------|-------------------|--------------|-----------------------|---------------|------------|
| Name of the Program | Degree | Duration | One Time Reg. Fee | Semester Fee | Exam Fee Per Semester | Full Year Fee | Total Fees |
| Master of Business Administration | PG | 2 Years | 1000 | 18000 | 1500 | 39000 | 79000 |
| Total | | | | | | | 79000 |

| ACTIVITY SCHEDULE | | | | | | |
|-------------------|---|--|------------|-------------|------------|--|
| S.NO. | Name of the Activity | Tentative months schedule (specify months) during year | | | | |
| | | From(Month) | To (Month) | From(Month) | To (Month) | |
| 1 | Admission | Jul | Sep | Jan | Mar | |
| 2 | Assignment submission (if any) | Sep | Oct | Mar | Apr | |
| 3 | Evaluation of Assignment | Oct | Nov | Apr | May | |
| 4 | Examination | Dec | Dec | Jun | Jun | |
| 5 | Declaration of Result | Jan | Jan | Jul | Jul | |
| 6 | Re-registration | Jul | Jul | Jan | Jan | |
| 7 | Distribution of SLM | Jul | Sep | Jan | Mar | |
| 8 | Contact Programmes (counselling, Practicals.etc.) | Sep | Nov | Mar | May | |

* These dates are tentative. Final dates will be informed well in advance on your LMS.

| CREDIT SYSTEM | | | |
|---------------------------|---------|-----------------------|--------------------------------|
| Duration of the Programme | Credits | Name of the Programme | Level of the Programme |
| 2 Yrs to 4 Yrs | 84 | M.B.A. | Master's Degree (Professional) |

WHY ONLINE EDUCATION?

- Comfortable and Flexible.
- Convenience of attending classes from home.
- Cost Effective.
- Time saving.
- No commuting.
- Monetary benefits- No textbooks required.
- Repeated access to the same lecture.
- Study anytime, anywhere.
- Write proctored exam from home

ADMISSION PROCESS

- Register with Mangalayatan Online Programs
- Pay Registration fees through our available payment gateways
- Upload relevant documents and mark sheets
- Get provisional admission
- Pay semester fees
- Get admission confirmation from University
- Roll number allotted to every student
- LMS id and password creation.





Mangalayatan
ONLINE

Contact Us



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