



योग: कर्मसु कौशलम्

Darshan
UNIVERSITY

MBA

MASTER OF BUSINESS ADMINISTRATION



A
management
post-graduate
program
that focuses on
preparing leaders
equipped with
management fundamentals

WHAT IS MBA?



Master of Business Administration (MBA) is a two year full-time program that aims at, developing an enquiring and an analytical mind, seeking the right knowledge, acquiring appropriate skills and fostering the right attitude to develop capabilities needed to manage enterprises. The program through its industry integrated curriculum enhances the skills and competencies required for the global employment market. The course is focuses on developing industry ready students by giving them maximum exposure to the practical aspects of the corporate sector.

ELIGIBILITY: Graduation in any stream with minimum 50% (45% for reserved category)

THE MBA ADVANTAGE



- An in-depth knowledge of Business and Management concepts.
- A firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level.
- Develops responsibilities and career opportunities with corporate and as entrepreneurs.
- Provide professional education and training to all students in all aspects related to the management discipline for advancement of learning towards promoting excellence in business administration and industry.
- MBA program covers the entire spectrum of running a business and explores marketing, finance, HR, operations and more. It teaches a candidate to look at the big picture, while developing specific functional skills and a top-management perspective that is crucial in solving on-the-job business challenges.
- If you are a budding entrepreneur, MBA can help you reach your goal of launching your own venture. You gain massive insight into the nuances of running a business as well as administration and leadership skills to grow your business.
- A vast array of subjects are covered that will make you a knowledgeable professional and give you many options for pursuing a career.

OPPORTUNITIES IN SECTORS



Startups



Banking



Finance



Education



Marketing



Entrepreneurial
ventures



Insurance



IT



Manufacturing &
Consultancy sectors



Marketing
Research



Recruitment



Retail

MBA @ DARSHAN UNIVERSITY



- Highly Qualified, Well Experienced, Industry Linked, Dedicated Faculties.
- A Strong theoretical foundation for crystal clear fundamentals.
- Exposure to cutting-edge technologies through seminars and workshops.
- Inter-disciplinary, management and soft skill courses for holistic learning.
- Extensive student–corporate interaction through internships and projects.
- Strong focus on informed application of knowledge to real-world business challenges.

Infrastructure

21 Acres Land	50+ AC Classrooms Equipped with Projectors	27,000+ Books & Journals	11 Auditoriums & AV Rooms	50+ GPS equipped Buses	Wi-Fi Campus
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SYLLABUS

Semester-1

- Accounting for Managers
- Organizational Behavior
- Principle of Management
- Business Statistics
- Management Information System
- Economics for Managers
- Business Communication
- Skill Enhancement Program

Semester-2

- Marketing Management
- Production & Operation Management
- Financial Management
- Human Resource Management
- Research Methodology
- Elective-1
- Business Analytics
- SPSS & Advanced Excel

Semester-3

- Strategic Management
- Entrepreneurship
- Legal Aspect of Business
- Summer Internship Project
- Elective-2
- Specialization-1
- Specialization-2
- Specialization-3

Semester-4

- Business Ethics & Corporate Governances
- Comprehensive Project
- Elective 3
- Specialization-4
- Specialization-5

Specialization

- Marketing Management
- Financial Management
- Human Resource Management
- International Business

ELECTIVE AREAS

- Banking, Insurance & Mutual Fund
- Stock Broking and Stock Analyst
- Digital & Social Marketing
- Advertising & Sales
- HR Operations
- Import - Export Procedure
- Logistic & Supply Chain Management

ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)



The Entrepreneurship Development Cell of Darshan University, makes strides to create an environment where the students get 360° exposure to the business resources available to them. Darshan University has nurtured plethora of entrepreneurs who have successfully taken their small ventures to soaring heights. For strengthening the entrepreneurial attributes of the budding professionals, the EDC conducts motivational sessions from highly influential personalities who have a prowess in this field, so that the

students get the right insight into the whole process. This facilitates the ambitious students to receive proper planning and prosecution to convert any start up idea into a concrete business. Aspiring students receive complete support and mentoring from the cell which makes them feel the flexibility in working. In order to ensure the students get the right direction, various awareness camps, development programs, E-talks, hands on training and workshops are organized.



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University Campus

📍 Rajkot-Morbi Highway, Rajkot – 363650 📞 9727747310

Counseling Centre

📍 401, Lotus Arcade, 8 - Royal Park, 150 Ft. Ring Road, **Rajkot**

📍 Galaxy Plaza, Nr. Umiya Circle, Opp. Bajaj Showroom, **Morbi**

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