



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act XII of 1956)
(A⁺⁺ Grade, NAAC Accredited, Category-I University)



UGC
ENTITLED



NAAC "A⁺⁺"
GRADE



NIRF TOP
RANKED



Online MBA

A degree designed for the world you work in

BACKED BY LEGACY

BUILT FOR TOMORROW



INDIA'S TRUSTED ACADEMIC NAME, NOW ONLINE

ABOUT KURUKSHETRA UNIVERSITY

A Legacy Rooted in Knowledge

Established in 1956, Kurukshetra University stands as one of India's most respected institutions. Located in the historic city of Kurukshetra-known as the land of the Bhagavad Gita-the university's serene 400-acre campus sits along the banks of the sacred Brahma Sarovar.

What began as a single Department of Sanskrit has grown into a **thriving academic ecosystem with multiple departments, centres of research, and a growing online education division that brings this legacy into the digital age.**



Why Kurukshetra University?



Top-Quality Education

Learn from expert faculty and industry professionals. Get a UGC-recognized degree that holds real value.



Fits Your Schedule

Study when you want. Take exams at your convenience, even on weekends.



Support When You Need It

Get help with academics, technical issues, and more, throughout the course.



Career-Ready Training

Learn job-relevant skills, build your résumé, and get placement support to kickstart your career.

4

Trends shaping the future of careers:



Online MBAs Are on the Rise

Between 2020 and 2023, India saw a 50% year-on-year surge in online MBA enrollments. Proof that flexible, career-ready learning is here to stay.

[Source: Learning Routes, 2023]



AI Fluency is a Must-Have

Hiring for AI-related roles is growing 30% faster than the overall market.

[Source: Business Insider, 2025]



Soft Skills Rule the Boardroom

91% of L&D professionals agree that human skills are more important than ever.

[Source: LinkedIn Workplace Learning Report, 2024]



Upskilling is No Longer Optional

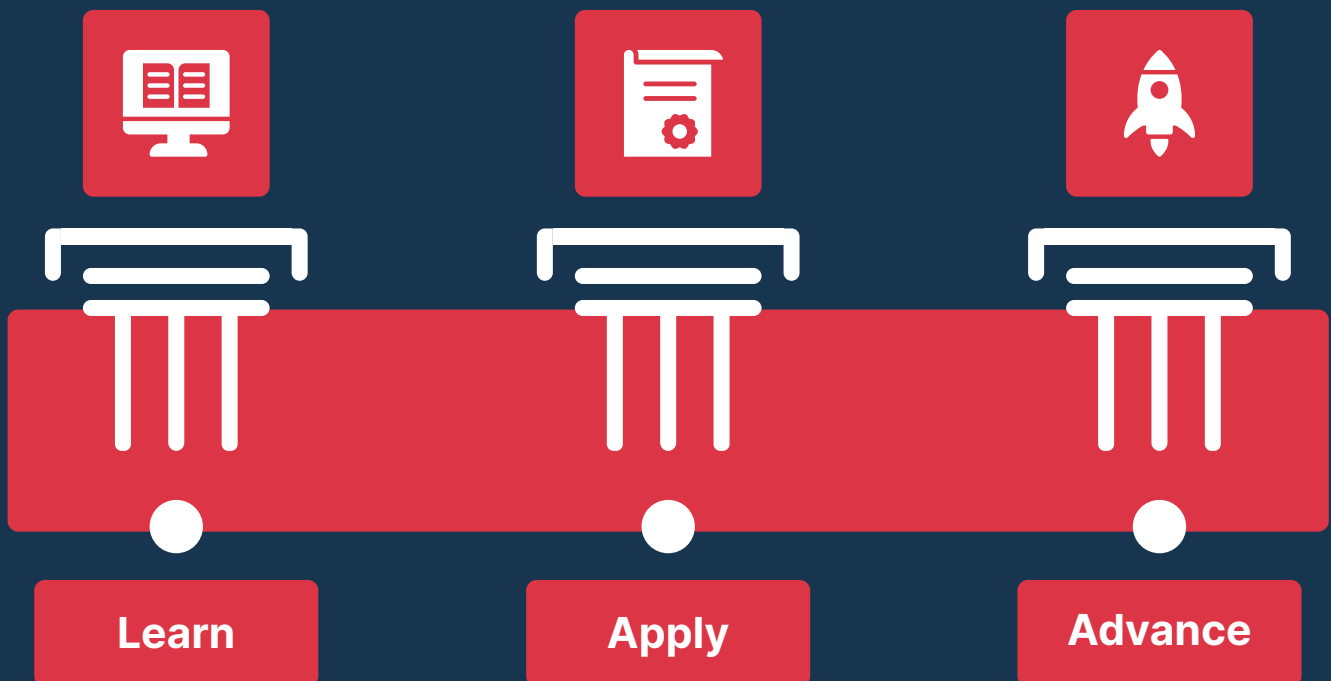
Professionals now add new skills at 2x the pace they did in 2022, driven by digital disruption and career pivoting.

[Source: Beaumont Enterprise via LinkedIn Data, 2025]

THREE PILLARS.
ONE IMPACTFUL DEGREE.

The MBA Framework

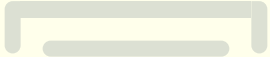
In a world where AI, flexibility, and job readiness are non-negotiable, MBA is built to meet the demands of modern work and career trends.



Build strong business foundations through accredited courses and **5 career-aligned electives**.

Engage in **live projects, industry masterclasses, and real-world case studies** to apply concepts hands-on.

Gain access to **soft skill bootcamps, resume & interview preparations** to turn learning into employability.



LEARN

The Academic Core

Your journey starts with a curriculum enriched with one of India's widest selections of industry-relevant electives.

5 Electives to Choose from

Finance Management

Strategic Management

Behavioral Finance

Entrepreneurship Development

Information Technology Management

System Analysis & Design

Software Engineering

Business Intelligence & Analytics

Human Resource Management

Talent Acquisition

Performance Management

HR Analytics

Marketing Management

Advertising Management

Digital Marketing

Entrepreneurship Development

Business Analytics

Fundamentals of Econometrics

Financial Modelling

Data Analysis

**Deepen your domain expertise.
Define your direction.**

Experiential Learning

Learning doesn't stick until you use it. That's why MBA is packed with practical, hands-on experiences.

Tool-Based Training



Microsoft Excel

10 Live Sessions



Power BI

50 Hrs Recorded Training



Tableau

50 Hrs Recorded Training

Monthly Masterclasses

Industry experts share trends and career insights



Mohua Das Gupta

Chief Revenue Officer, Peepul Group

XLRI JAMSHEDPUR



Prashanth Balasubramanian

Head of Strategy & Operations, Facebook

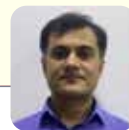
IIM BANGALORE



Rakesh Godhwani

Ex Adjunct Professor, IIM Bangalore

IIM BANGALORE



Ankur Agarwal

Engineering Leader, Microsoft Azure

BITS PILANI



Many more industry experts



Career Accelerator

Career readiness isn't an afterthought. It's a built-in move in our Online MBA.

Soft Skill Development



SEMESTER II | 34 HOURS

- Interview Skills
- Communication Skills
- Problem-Solving Skills

1:1 Career Counseling



SEMESTER II

Personalized sessions with experts to align your career goals with industry roles and pathways.

Resume & Interview Preparation



SEMESTER III

Live workshop on crafting standout resumes and mastering the art of interviews.

ADVANCE

What's Next?

Consistently featured across top hiring platforms, these roles define today's most in-demand MBA career paths.



Business Analyst

Consistently among top 5 roles in MBA hiring
(LinkedIn India, 2024)



Product Manager

High-growth role, especially in tech and digital-first firms
(Naukri, 2023)



Financial Analyst

Critical across banking, fintech, and startups
(GMAC, 2024)



Digital Marketing Manager

Rising demand across all industries
(LinkedIn Jobs Report, 2024)



Operations Lead

Valued in logistics, ecommerce, & manufacturing sectors



HR Business Partner

Strategic HR roles growing as companies scale

MBA prepares you to match the expectations behind these roles—with the skills, projects, and coaching to back it up.

Learning Experience

Our LMS is designed to make your learning smooth, self-directed, and seamless.

- Live and recorded class access
- Downloadable resources and session replays
- Mobile app with 24/7 learning access
- Progress tracking and regular nudges
- Community chat, discussion boards, and support

***Study when you're focused,
not just when you're free.***



Program Structure

SEMESTER I

- Management Process and Organizational Behaviour
- Fundamentals of Statistics for Business Decision
- Managerial Economics
- Financial Accounting
- Business Communication
- Indian Economy and Business Environment

SEMESTER II

- Human Resource Management
- Computer Applications in Management
- Marketing Management
- Financial Management
- Business Research Methods
- Production and Operations Management

1. FINANCE MANAGEMENT

SEMESTER III

- Strategic Management
- Optimization Models for Business Decisions
- Summer Training / Project Work
- Quantitative Analysis for Financial Decision Making
- Foreign Exchange Management
- Banking and Financial Services
- Corporate Re-structuring and Control

SEMESTER IV

- Business Ethics and Corporate Governance
- Entrepreneurship Development
- Comprehensive Viva -Voce
- Financial Engineering
- Project Planning and Management
- Behavioural Finance
- Private Equity and Wealth Management

2. INFORMATION TECHNOLOGY MANAGEMENT

SEMESTER III

- Strategic Management
- Optimization Models for Business Decisions
- Summer Training / Project Work
- Business Intelligence and Analytics
- Enterprise Resource Planning
- Relational Database Management System
- System Analysis and Design

SEMESTER IV

- Business Ethics and Corporate Governance
- Entrepreneurship Development
- Comprehensive Viva -Voce
- Data Warehousing and Data Mining
- Software Engineering
- E-Commerce
- Information Security and Cyber Laws

3. HUMAN RESOURCE MANAGEMENT

SEMESTER III

- Strategic Management
- Optimization Models for Business Decisions
- Summer Training / Project Work
- Management of Industrial Relations
- HR Analytics
- HRD : Systems and Strategies
- Group Dynamics and Leadership Excellence

SEMESTER IV

- Business Ethics and Corporate Governance
- Entrepreneurship Development
- Comprehensive Viva -Voce
- Training and Development
- Strategic Human Resource Management
- Talent Acquisition and Performance Management
- Change Management & Organizational Development

4. MARKETING MANAGEMENT

SEMESTER III

- Strategic Management
- Optimization Models for Business Decisions
- Summer Training / Project Work
- Advertising Management
- Marketing Research and Analytics
- Digital Marketing
- Strategic Brand Management

SEMESTER IV

- Business Ethics and Corporate Governance
- Entrepreneurship Development
- Comprehensive Viva -Voce
- Business Marketing
- Services Marketing
- Strategic Marketing
- Rural and Agri-Business Marketing

5. BUSINESS ANALYTICS

SEMESTER III

- Strategic Management
- Optimization Models for Business Decisions
- Summer Training / Project Work
- Business Intelligence and Analytics
- Fundamentals of Econometrics
- Data Mining and Data Warehousing
- Decision Modelling and Data Analysis

SEMESTER IV

- Business Ethics and Corporate Governance
- Entrepreneurship Development
- Comprehensive Viva -Voce
- Time Series Data Analysis
- Applied Multivariate Analysis
- Financial Modelling
- Predictive Analysis for Business Decision

Admission Process

STEP 1

Online Counselling :

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

STEP 2

Online Registration to Admission Portal :

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

STEP 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 guideline of the university.

STEP 4

Fee Payment & LMS Access :

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

ELIGIBILITY CRITERIA

Graduation from any recognized University.

Ready to Begin?

If you're ready to learn from industry leaders, work on real-world problems, and build a career that moves with the market.

This is where you start.

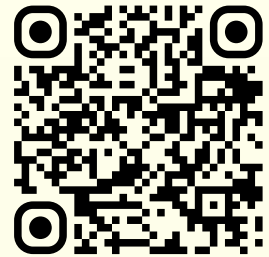
APPLY NOW

FOR MORE INFORMATION

Email-Id: eadmission@kuk.ac.in

Contact Number: +91 8484064675

Kurukshetra University, Thanesar, Haryana - 136119



Scan for More Details



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