



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 Plus

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 PLUS Framework

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



Learn

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

Apply

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

Advance

Gain access to **soft skill bootcamps, AI tools, resume-building platforms, and mock interviews** to turn learning into employability.

*MBA Plus is an additional offering that supplements the core MBA curriculum.
A UGC-entitled MBA degree will be awarded upon successful completion of the program.*



The Academic Core

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

5 Specializations 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.**

LEARN



Experiential Learning

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

Tool-Based Training



Microsoft Excel
10 Live Sessions



Power BI
50 Hrs Recorded Training



Microsoft 365 Copilot
5 Week Program + 1 Month Access

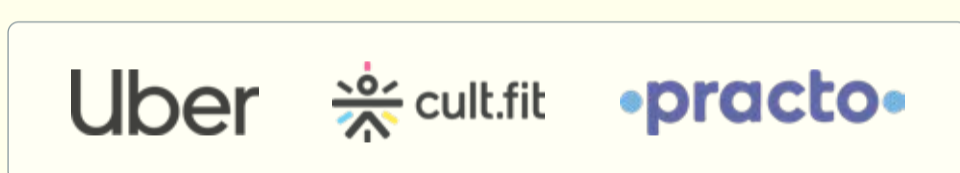
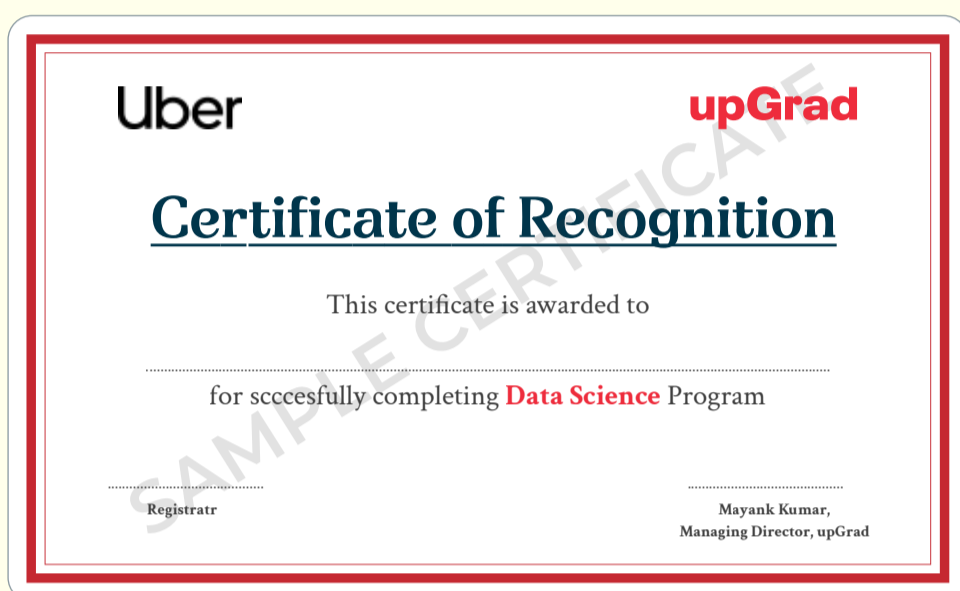


Tableau
50 Hrs Recorded Training



Microsoft 365 Gen AI Foundational Course
Live Sessions Over 2 Weeks

Project-Based Learning



Build Your Business



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

IIM-style Case Discussions

Hamleys
Adapt customer strategy during market shifts. Boost engagement and make data-driven decisions

Plan workforce needs, write job roles, and design a retention strategy as an HR lead in e-commerce.
Swayam Infotech

APPLY



Career Accelerator

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

ADVANCE

Excel Bootcamp



SEMESTER I | 10 HOURS

- 10 live expert-led sessions
- Data Analysis with Pivot Tables, Power Query & more
- Learn VLOOKUP, IF, TEXT functions

Soft Skill Development



SEMESTER II | 34 HOURS

- Interview Skills
- Communication Skills
- Problem-Solving Skills

Communication Bootcamp



SEMESTER II | 13 WEEKS

- Live program
- Small-group learning
- Practical, feedback-based sessions

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.

Resume Builder Tool



8-MONTH ACCESS

Build ATS-optimized resumes and cover letters, LinkedIn profiles with feedback to refine.

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 Plus 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.***

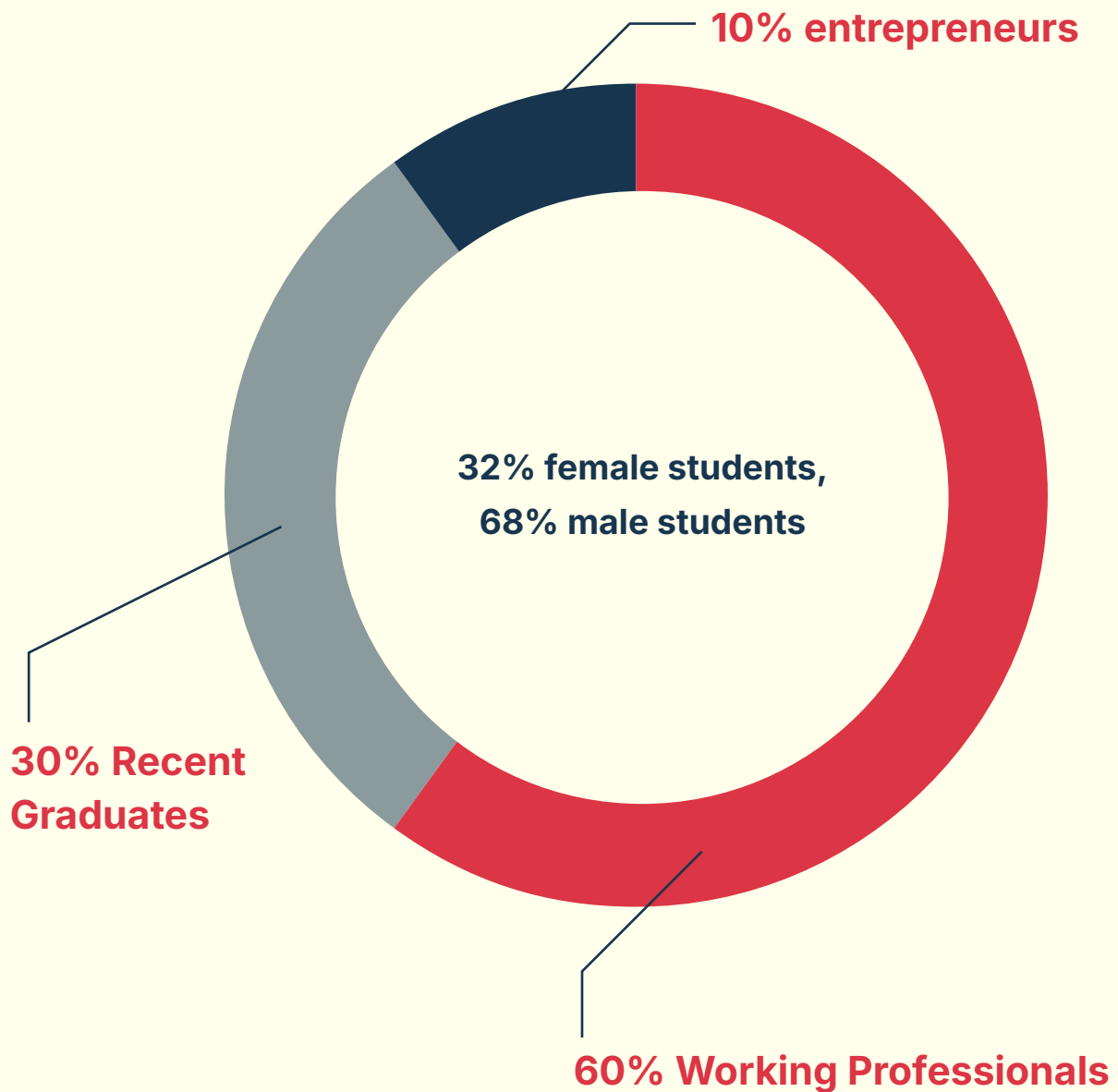


Who You'll Learn With

Our learners are diverse, driven, and career-focused.

90% students age range: 21 - 40

Average Age: 29



Program Structure

SEMESTER I (Common)

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

SEMESTER II (Common)

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

SEMESTER III (Finance Management)

- 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 (Finance Management)

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

SEMESTER III (Information Technology Management)

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

SEMESTER IV (Information Technology Management)

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

SEMESTER III (Human Resource Management)

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

SEMESTER IV (Human Resource Management)

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

SEMESTER III (Marketing Management)

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

SEMESTER IV (Marketing Management)

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

SEMESTER III (Business Analytics)

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

SEMESTER IV (Business Analytics)

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

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

Applicants must have completed 10+2 and hold a bachelor's degree from a 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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