



# PURSuing A RECOGNISED MBA DEGREE WHILE WORKING HAS NEVER BEEN SO EASY!

**IGNOU** in collaboration with  
**Centum Learning Limited** launches

**MBA** (Masters in Business Administration)



In this age of life-long learning, a paradigm shift is taking place in the Indian education system. There is a growing demand for recognised, quality educational programmes which would allow young aspirants to acquire newer abilities and expertise while they pursue their careers. **Indira Gandhi National Open University (IGNOU)**, the world's largest Open University, in collaboration with **Centum Learning Limited\***, a Bharti associate, has launched **MBA (Masters in Business Administration)** to cater to this growing demand and help aspirants move up the corporate ladder. This programme aims to bridge the existing talent gap in India.

## Recognised DEGREE / DIPLOMA...

Industry recognised Post Graduate Degree / Diploma.

## CONTEMPORARY Curriculum...

Intensively researched & industry oriented topics.

## CONVENIENT Delivery...

You define your schedule...

## Bringing CLASSROOM to your HOME...

Digitised learning methodology with recorded lectures reaching your doorstep.

## Strong INDUSTRY CONNECT...

Led by one of the world's largest Learning Process Outsourcing organisation.

## FLEXIBLE Learning Schedule...

Multiple entry and exit points.

## Programme Structure

Duration: Two Years

### Semester 1

#### Certificate in Business Administration

- ▶ The Management Principles and Application
- ▶ Accounting and Finance for Managers
- ▶ Quantitative Analysis for Managerial Application
- ▶ Marketing Framework for Managers
- ▶ Information Systems for Managers

### Semester 1+2

#### Diploma in Business Administration

- ▶ Managerial Economics
- ▶ HRM Challenges and Directions
- ▶ Organisational Design Development and Change
- ▶ Business Ethics
- ▶ Leadership in Organisation

### Semester 1+2+3

#### Post Graduate Diploma in Business Administration

- ▶ Entrepreneurship
- ▶ Total Quality Management
- ▶ Research Methodology for Management Decisions
- ▶ Project
- ▶ Industry Institute Interaction (Report to be submitted)

### Semester 1+2+3+4

#### MBA (Masters in Business Administration)

- ▶ Telecommunication
- ▶ Sales and Marketing
- ▶ Human Resources
- ▶ Insurance
- ▶ Retail
- ▶ Banking & Finance

**SPECIALIZATIONS** (Select any one)

**Eligibility Criteria:** Graduate (10+2+3) with 50% marks from a UGC recognised University.

## Credit System

The programme consists of four semester of six months duration each. Successful completion of all four semesters leads to a MBA Degree. However students have a choice of entering or exiting different semesters as per their qualification against the eligibility criteria.

MBA degrees awarded by IGNOU are recognised by AICTE

\* Centum Learning Limited is not a University under UGC and does not award degree / diploma. Degree / diploma from Indira Gandhi National Open University under distance learning mode.

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