



**VIT**<sup>®</sup>

**Vellore Institute of Technology**  
(Deemed to be University under section 3 of UGC Act, 1956)

UGC Entitled, AICTE Approved



# Master of Business Administration (MBA) Programme

Two Years | Mixed-mode ( *Live Online + Recorded Sessions* ) | VIT Alumni Status

**TOP MBA FROM A TOP UNIVERSITY**

RANKED

Top 10

2024, NIRF University Rankings, India.

# Programme Summary

## Master of Business Administration (MBA) Programme

 <b>Institute Name</b> Vellore Institute of Technology (VIT)	 <b>Programme Duration</b> 24 Months	 <b>Cost</b> INR 1,80,000
 <b>Learning Mode</b> Live Online + Recorded Sessions by VIT faculty	 <b>Weekly effort</b> 16-18 hours/week	 <b>Payment Options</b> Flexible payment options available
 <b>Programme/ Course Leaders</b> Subject Matter Experts/ Mid Industry Practitioners	 <b>Eligibility</b> Passed Bachelor's degree of minimum three years duration with at least 50% (45% in the case of candidates belonging to a reserved category)	 <b>Certificate</b> Upon successful completion of the programme, participants will be awarded with VIT MBA degree

## Learning Experience

- World-class faculty -**  
Learn from the globally renowned VIT faculty
- Course Mentors -**  
Get insights and clear doubts with industry practitioners/subject matter experts
- Course Structure -**  
Industry relevant curriculum with diverse electives
- Application-based Learning -**  
Application-based learning with industry relevant case studies
- Live Sessions -**  
Live online sessions by VIT Faculty + Doubt clearing sessions

## Frequently Asked Questions

### Are there any LIVE sessions with the institute faculty in this programme?

This programme includes live sessions with VIT faculty and/or course mentors. (Frequency: One hour/week/subject)

### What is the role of the Course Mentor? Are they institute faculty?

Course mentors are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed.

### Is there a qualifying mark/ grade to get the final certification in this course?

Participants will be evaluated through a combination of an internal assessment and an end-term examination, with a 30% weightage given to the internal assessment and 70% assigned to the end-term examination. Each participant must attain a score of at least 50% in each course/subject to successfully complete this programme. The final Assessment Test (End term examination) will be conducted in centres in offline mode.

### What will be the mode of final assessment test(end term examination)?

Final Assessment Test (End term examination) will be conducted in centres in offline mode. Currently VIT has 20 centres across India.

### Who will conduct doubt clearing sessions?

Doubt clearing sessions are carried out by the Course mentors (via the online learning management system), as they monitor individual student progress.

### Do I get Alumni status of the University on completion of this course?

This programme offers you VIT alumni status access, which allows you to network with other VIT alumni and a host of other benefits. However, it is important to note that these benefits are not the same as benefits offered via VIT offline programmes.

### Can I seek a refund of the programme fees?

We strongly encourage our learners to complete the course in its entirety to fully grasp the concepts and reap the full benefits of the programme. However, if circumstances necessitate a pause in your learning journey, you may initiate a refund as per below refund policy:

- If the notice of withdrawal of admission is received by Vellore Institute of Technology 15 days or more before the formally notified last date of admission – Refund on programme fees is \*100%
- If the notice of withdrawal of admission is received by Vellore Institute of Technology in less than 15 days before the formally notified last date of admission - A refund on programme fees is 90%
- If the notice of withdrawal of admission is received by Vellore Institute of Technology in 15 days or less after the formally notified last date of admission - Refund on programme fees is 80%
- If the notice of withdrawal of admission is received by Vellore Institute of Technology in 30 days or less, but more than 15 days, after formally notified of the last date of admission - A refund on programme fees is 50%
- If the notice of withdrawal of admission is received by Vellore Institute of Technology is more than 30 days after formally notified last date of admission - Refund on programme fees is 0%

The refund policy is indicative only and the University reserves the right to make changes as per the notifications received from the concerned statutory/regulatory authorities from time to time. Any changes made in the above will be updated on the website.

### How long will I have access to the learning materials?

You will have access to the online learning platform, all the videos and programme materials till the end of the programme. Access to the learning platform is restricted to registered participants as per the terms of agreement.

# Transform Your Professional Journey with VIT's Online MBA

Empower your career journey with our online Master of Business Administration (MBA) Programme at Vellore Institute of Technology (VIT). Designed by esteemed faculty, this programme stands as a beacon for working professionals seeking rapid upskilling. As an esteemed and affordable choice from a top-tier institute, it seamlessly merges convenience with excellence. Elevate your aspirations, fast-track your success and embrace a future of limitless possibilities.



# MBA—a Game Changer in Today's Global Economy

In a rapidly changing business landscape, organisations are seeking individuals who possess the ability to navigate complexities, drive innovation and make strategic decisions.

An MBA programme fosters critical thinking, problem-solving, and decision-making abilities, honing students into competent leaders capable of tackling multifaceted challenges.

## Why Pursuing an MBA Matters Now More Than Ever



### Enhanced leadership and management skills

An MBA programme equips students with a comprehensive set of skills necessary for effective leadership and management.



### Expanded network and opportunities

One of the most significant benefits of pursuing an MBA is the opportunity to build a diverse and influential network.



### Specialised knowledge and expertise

With the increasing complexity and specialisation within industries, having specialised management knowledge can set you apart in the job market.



### Entrepreneurial and innovation mindset

An MBA programme fosters an entrepreneurial mindset by encouraging students to think critically, identify opportunities and develop creative solutions.



MBA graduates in India on average receive a 77% higher median salary versus those with a bachelor's degree.

Source: *The Times of India*, 2021



In 2022, 91% of employers hired MBA graduates against other graduates across all industries.

Source: *Statista Research Department*, 2023

# Accelerate Your Leadership Journey with VIT's MBA

Vellore Institute of Technology (VIT) launches its two-year online **Master of Business Administration (MBA) Programme**, a transformative educational experience that empowers participants to excel in their professional journey. Through a pedagogy steeped in the fundamental functions of management, this programme will help you unlock trapped value and utilise your full potential. You will learn how to operate critical levers through a choice of electives and drive business goals while navigating the changing global landscape. Via this MBA, you can now expand your business knowledge, lead with greater impact, drive innovation, make bold moves, and seize growth opportunities.

**Evolve as a leader, and accelerate your professional journey with VIT's online MBA**



## Elevate

your career to new heights or seamlessly transition to a new field with our comprehensive curriculum.



## Develop

a deep understanding of business dynamics, strategic thinking and decision-making, making you a valuable asset in any corporate organisation.



## Combine

core management knowledge with a range of electives that align with your career aspirations and industry demands.



## Gain

the esteemed recognition of holding an MBA degree, enhancing your credibility and opening doors to opportunities.

# Programme Features

- 01 An online MBA programme that is easily accessible and simple to apply for
- 02 An MBA degree that is comparable to a postgraduate programme obtained via traditional classroom training
- 03 A comprehensive curriculum with a choice of electives to blend knowledge from different domains
- 04 Live online learning from VIT's top management faculty, along with recorded sessions
- 05 Alumni status from VIT
- 06 A well-priced, esteemed MBA that unlocks career opportunities



**UGC entitled, AICTE approved degree,  
an ideal choice for working professionals.**

# Who Is the Programme For?

The VIT online MBA Programme is tailor-made for early-to mid-career professionals, providing a strategic pathway for career advancement. This programme acknowledges your existing skills and empowers you to reach for leadership roles.



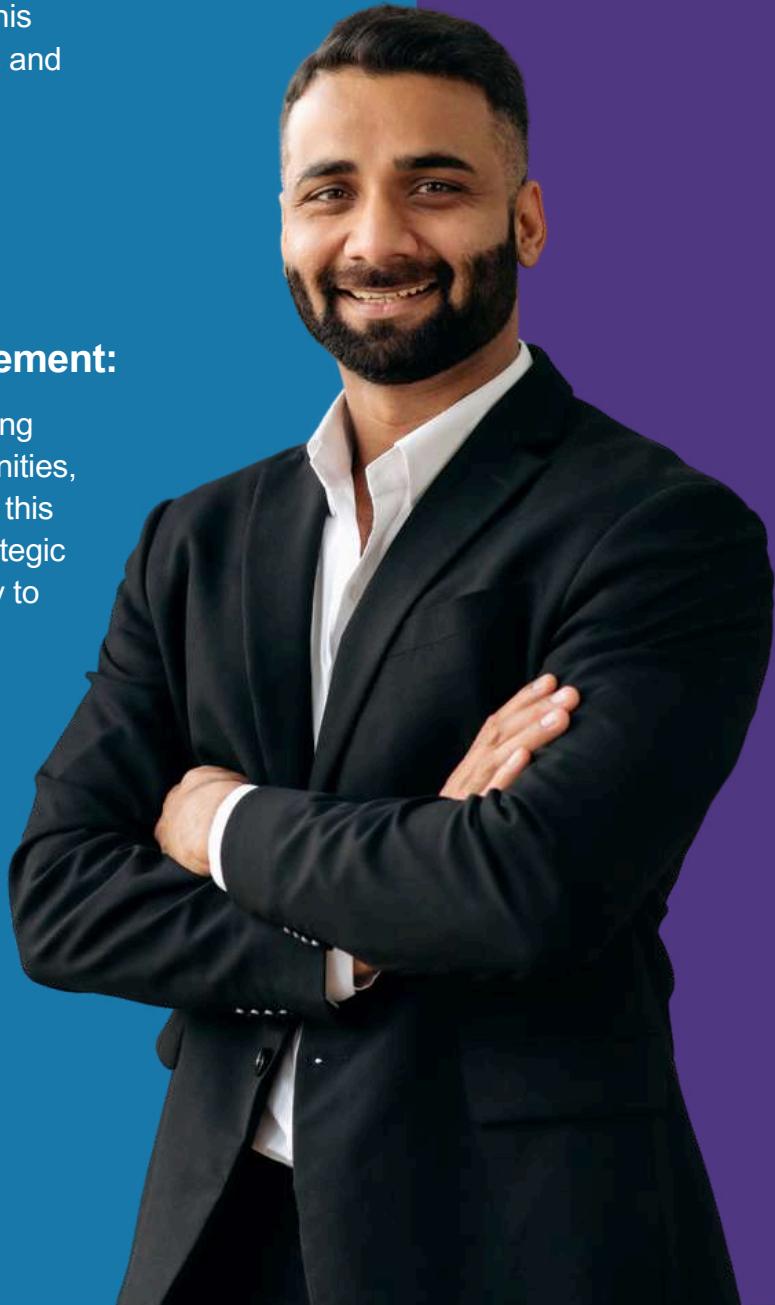
## Aspiring for career advancement:

If you aspire to secure a higher-paying position, unlock new career opportunities, and foster significant career growth, this programme equips you with the strategic and managerial expertise necessary to achieve those goals.



## Cross-industry appeal:

Designed to accommodate professionals from diverse backgrounds, this programme welcomes candidates from all industries who aspire to upskill and transition into managerial roles, elevate their positions, and accelerate their career growth.



**Aim for higher goals, and prepare to accelerate your path to a leadership role.**

# Vellore Institute of Technology

## Your Catalyst for Success



Ranked  
**Top10 Best University**  
2024, NIRF university rankings in India



Ranked  
**#13 Best Research**  
2024 ,NIRF university rankings in India



**Top 2  
Institutions of India**  
2024 ,Shanghai ARWU Ranking



VIT is the first institute of India to receive QS four-star rating in the overall category.



Five-star rating in teaching, employability, facilities, innovation and inclusiveness



Programmes recognised by Distance Bureau (DEB) UGC



National Assessment and Accreditation Council (NAAC) has accredited VIT with the highest grade 'A++' in 2021 (4th cycle)



Programmes recognised by World Education Services (WES)



Accredited member of Accreditation Council for Business Schools and Programmes (ACBSP)



Accredited member of Association to Advance Collegiate Schools of Business (AACSB)

# Year One Learning

## Semester I

- Business Communication
- Data Analytics
- Managerial Economics
- Financial Accounting
- Principles of Management

## Semester II

- Marketing Management
- Operations Management
- Strategic Management
- Financial Management
- Human Resource Management

# Year Two Learning

## Semester III

- Elective-1
- Elective-2
- Elective-3
- Elective-4
- Elective-5

## Semester IV

- Elective-6
- Elective-7
- Project

## Specialisation

- Student can choose the Major and Minor from any one specialization baskets of the discipline electives. Student should earn 20 credits (i.e., Each Elective is of 4 Credit, hence 4 Credit x 5 Discipline electives = 20 credits) from any one of the specialization baskets to be eligible for a Major and 8 credits (2 Discipline Electives) from any one of the remaining specialization baskets for a Minor.
- Students can choose minimum of 1 elective from each one of the specialization course and earn 28 credits to be eligible for Major in General Management.
- Marketing
- Human resource
- Operations and Supply Chain
- Finance

## Elective Programmes

- General Management : Knowledge Management, Digital Marketing, Indian Financial System, Leadership and Team Building, Legal Aspects of Business.
- Marketing : Consumer Behaviour, Digital Marketing, Retail Management, Service Marketing, Brand Management for the Digital Era.
- Operations and supply chain : Logistic and Supply Chain Management, Material Management, Project Management, Quality Management, Supply Chain Analytics.
- Finance : Indian Financial System, Security Analysis and Portfolio Management, Costing Methods and Techniques, Applied Fintech for Business, Wealth Tech and Lending Tech.
- Human Resource : Knowledge Management, Leadership and Team Building, Organisational Change and Development, Strategic HRM, HR Analytics.

### Note:

- For more details on electives and specializations, connect with your Program Advisor.
- The electives and the sequence of electives are subject to change. We will share the final schedule during the orientation session.

# Application-Based Learning with Real-World Case Studies

This programme offers you the unique opportunity to delve into more than 50 real-world case studies sourced from renowned publications such as Ivey Publishing, Case Center UK, and ISB-Harvard Publishing.

These cases will empower you to apply theoretical concepts to real-life scenarios. It is an invaluable aspect of our programme, bridging the gap between theory and practice, and equipping you with the practical skills you need for success in today's dynamic business environment.

## Zomato

Hyperlocal Battle for Online Food Delivery



## Epigamia

Chronicle of an Emerging Brand



## OYO Rooms

Another Unicorn in the Making



**Paper Boat Beverage**  
Branding Delightful Nostalgia



## Ola Cabs

Riding on a High



**Greaves Cotton Manufacturing**

Downsizing Challenges



**ITC**  
Stock Price Volatility



## Mumbai's Tiffin Box

Logistics Study using Optimisation Technique



## Hema Hospitals

The Digital Marketing Strategy



*Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.*

*Suggested case studies are indicative and subject to change at the discretion of programme coordinator.*

# Credentials

- On successful completion of the programme, the participants will receive an MBA degree.
- Participants will be evaluated through a combination of an internal assessment and an end-term examination, with a 30% weightage given to the internal assessment and 70% assigned to the end-term examination. Each participant must attain a score of at least 50% in each course/subject.
- The Final Assessment Test (End term examination) will be conducted in centers in offline mode. Currently, VIT has 20 centers across India. VIT center list will be expanded.**



*Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of VIT.*

# Dive Deeper into the Learning Experience

VIT's MBA programme embraces a cutting-edge blended format, seamlessly merging the best of both worlds. Get access to bite-sized, pre-recorded videos by VIT faculty that cater to your schedule, allowing you to learn at your own pace. In addition, VIT's renowned faculty or subject matter experts lead a weekly live session for real-time interaction, insights, and personalised guidance.

It's an approach that empowers you with the best in education while accommodating the demands of your busy life.

## Orientation

Meet your teaching faculty and course mentors, understand the programme structure and gain access to the learning management system.



## Live Online Sessions

Connect with VIT faculty or course mentors each week over live online sessions. Get guidance on modules and real-world applications, and have your questions answered by these experts.

## Networking

Discover opportunities to network with likeminded individuals. Discuss concepts and real-world scenarios across different industries.

## Learn from Top Faculty

Get access to pre-recorded, high-definition videos for self-paced learning, featuring top VIT faculty. Engage with rich content across modules.

## Support Services

Stay on track with regular follow-ups from our student support team, encouraging you to attend live sessions and submit assignments on time.

## Graduation

Celebrate your academic achievement. Receive an industry-recognised MBA degree from VIT, and advance your career goals.

### Note :

-Faculty members or course mentors will conduct weekly live sessions or any other live interaction in this programme. These live sessions could take place over a weekday or weekend.

-Course mentors are subject matter/domain experts who will clear your doubts and guide you through your journey.

# Be a Proud Member of the VIT Alumni Network



Invitations to exclusive VIT alumni events and networking opportunities



An opportunity as an alumnus to celebrate at the Annual Alumni Meet at VIT Vellore Campus on 26 January every year to connect with friends, faculty, and staff members



Access to 'TRACKS', annual newsletter that records events and developments in VIT and the activities of the Alumni Association



An opportunity to receive the 'Distinguished Alumni Award', as an alumnus who has made a prominent contribution in the field of academics and research, corporate career, entrepreneurship, and social development, or to receive the 'Young Alumni Achiever Award' as an alumnus (aged below 30) who has made significant strides in their field of expertise (awarded annually)



Access to the VIT Alumni Association (VITAA) website that:

1. Maintains up-to-date information of alumni and their activities
2. Acts as a professional and personal platform (batchmates, seniors and juniors)
3. Increases the leverage of the alumni network for the benefit of the alumni
4. Improves the modes of Annual Alumni and VIT-Alumni communications
5. Allows alumni to submit their accomplishments in the 'Alumni Achievements' section
6. Allows alumni members to view jobs posted by alumni and also post jobs for fellow alumni

# Meet Key Alumni



**Mr. Giri. K.K**  
*Global Delivery Head*

  
*L&T Technology Services*



**Mr. Balu Chaturvedula**  
*SVP & Country Head*

 *Global Tech India*



**Atandra Saurav Bhowal**  
*Senior Vice President &  
Regional Head*

  
*Reliance  
Jio*



**Mr. Utkarsh Dwivedi**  
*IAS*

*Note: All product and organisation names are trademarks or registered trademarks of their respective holders.  
Usage of them does not imply any affiliation with or endorsement by them.*



# Accelerate your career growth with Career Services

## Note:

- The career services mentioned here are offered by Emeritus. These Career Services are offered as a service that empowers you to manage your career proactively.
- Placement assistance service is available only for Indian residents.
- Job placement assistance is focused for students with 0 to 5 years of experience.
- Vellore Institute of Technology or Emeritus does NOT promise or guarantee a job or progression in your current job. VIT is NOT involved in any way and makes no commitments regarding the career services mentioned here.

## Gain access to the following career services:



Recorded session on LinkedIn profile building



Recorded session on Resume building



Recorded session on Interview preparation



Recorded Guest Sessions



Navigating Job Search



Job placement Assistance

# Essential Programme Details

Programme Fees	INR 1,80,000
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Tentative Lives Sessions Timing (Frequency: One hour/week/subject)  
Students can choose from these two batch options.

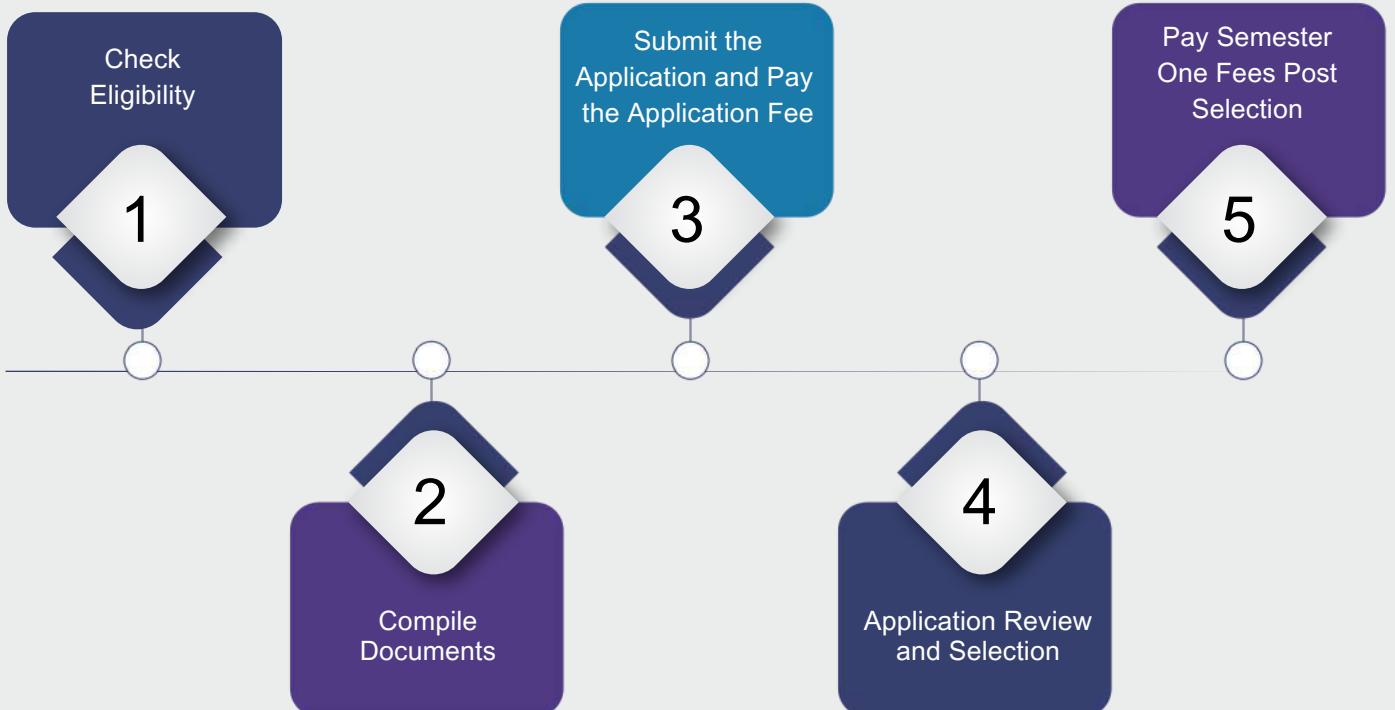
## Batch Details

Option 1 *	Monday to Friday: 8:00 PM-9:00 PM
Option 2 *	Saturday: 9:00 AM - 12:30 PM and Sunday: 9:00 AM- 11:15 AM

**Please Note:** The session timings for the programme may be subject to change. As the programme extends over a considerable duration, unforeseen circumstances such as faculty availability or other operational needs may necessitate adjustments to the schedule.

**Programme Start Date :** Technical Orientation: 28 August 2025 and Academic Orientation: 31 August 2025  
\*\*The start date of the programme is tentative and is subject to change based on University's decision

## Admission Process



# Fee Structure

## Programme Fees Instalment Schedule

### Fee Schedule (Option 1)

Particular	Fee
Year I—1st and 2nd Semester Fee	INR 90,000
Year II—3rd and 4th Semester Fee	INR 90,000

*Note: Year I Fee needs to be paid within 7 days post selection*

### Fee Schedule (Option 2)

Particular	Fee
1st Semester Fee	INR 45,000
2nd Semester Fee	INR 45,000
3rd Semester Fee	INR 45,000
4th Semester Fee	INR 45,000

*Note: 1<sup>st</sup> Semester Fee needs to be paid within 7 days post selection*

*Note: Any extra payment during the tenure of the programme will have to be borne by the students. (such as arrears fees, re-registration fees, payment gateway charges, taxes, etc.)*

## Eligibility Criteria

Passed Bachelor's degree of minimum three years duration with at least 50% (45% in the case of candidates belonging to a reserved category)

# Documents Required

## For Indian Regular Category

- Passport-sized photo (in JPG format only)
- Digital signature
- Proof of age (10th Marksheets)
- 12th Marksheets
- ID Card (Aadhar Card)
- UG mark statements/UG consolidated mark statements
- UG provisional/UG degree
- Experience certificate (if any)
- Community certificate (for reserved category students only)

## For NRI/OCI/Foreign Category

- Passport-sized photo (in JPG format only)
- Digital signature
- 12th Marksheets
- Proof of age (First two pages of passport)
- Visa/NRI status of parent/candidate: for NRI candidates only
- Proof of nationality (passport/birth certificate/national ID)
- UG mark statements/UG consolidated mark statements
- UG provisional/UG degree
- Experience certificate (if any)



# Learn from the Best

VIT Online Learning began with the objective of offering online education to aspiring learners around the globe. This institute will cater to the needs of students and working professionals interested in pursuing higher education at their own pace, and it provides flexibility in learning. The development in information and communication technologies paves the way for taking education to the doorstep of learners. It aims at creating and offering programmes and courses in emerging areas with a focus on quality, and adhering to the regulations of statutory bodies. It has state-of-the-art facilities for the development and delivery of online programmes. It uses experienced faculty members from academia and industry to offer the programmes. It is a new flagship offering that draws from the strength of VIT's rich academic history and experience.



Apply for  
the programme

**APPLY NOW**



For registration and any other information, please get in touch  
with us at **programmes@vitonline.in**