



ONLINE MBA

DEGREE PROGRAM

With Electives In:

Artificial Intelligence | Digital Marketing |
Data Science & Analytics

FROM THE CHANCELLOR'S DESK



Dr. Chenraj Roychand
Chancellor
JAIN (Deemed-to-be University)

The key to building a successful career is by staying updated with the latest industry-relevant skills. Online learning is a perfect solution to gain these in-demand skills in a flexible learning format. At JAIN (Deemed-to-be University), we've been working towards empowering learners to reach their career goals, by delivering impactful and accessible education.

To address the changing needs of modern professionals, we've launched JAIN Online, to make education accessible to all. Fusing competent academic experts and digital innovators, JAIN Online seeks to make individuals gain global insights to challenge real-world problems and develop a global network to achieve long-term career goals.

This program is a result of all that work, where we reimagined the learning experience for working professionals. It has been designed to be rigorous enough to impart practical & relevant skills, while still offering the flexibility that professionals need to balance their work schedule. We are eager to see how learners will leverage this opportunity to build bright and rewarding careers.

RANKINGS AND RECOGNITIONS

- NAAC 'A++' Graded University with Graded Autonomy
- Awarded ISO 9001: 2015 certification by TUV India
- Awarded 5 Stars by KSURF in the Young Universities category
- Ranked 6th Private University in India by India Today *2024



Founded in
2008-2009



21,205+ Aspiring
Students



5041 Publications
in Scopus (2016-2023)



13 Student
Support Cells



197 International &
National MoUs Signed



400+
Recruiters



10 Thriving
Campuses



Students from
54 Countries

INTRODUCTION

As the old saying goes, change is the only constant. This especially holds true in the world of business, where new technologies and innovative business practices are dictating how the future will be written. Modern professionals understand the need to stay updated with the latest skills, and are on the lookout for high-quality learning in a flexible and convenient schedule.

With the proliferation of digital technologies that are dictating how companies will grow, the requirements and expectations from the traditional management degree have now changed.

THE INCREASING DEMAND FOR DIGITAL PROFESSIONALS

In this digital era, companies value managers who are equipped with both a holistic understanding of business, and a comprehensive understanding of how digital tools and platforms can be harnessed for business success. The domains with the most potential for impact are data science and digital marketing.



The Domains With Highest Impact Artificial Intelligence, Digital Marketing And Data Science

In order to empower professionals to build management skills with a digital focus, JAIN (Deemed-to-be University) is delivering this online MBA degree program with electives in Artificial Intelligence, Digital Marketing and Data Science & Analytics.

BUILDING IN-DEMAND SKILLS

The degree first builds your foundations with a comprehensive general management curriculum and adds a deep-dive into either Artificial Intelligence, Digital Marketing or Data Science techniques - allowing you to experience how these technologies can be leveraged effectively to drive maximum business value. We look forward to the innovations that learners of this program will bring about as they successfully build a rewarding career.

ARTIFICIAL INTELLIGENCE

\$1811.8B by 2030

The estimated global AI market size

**Business Wire*

21% by 2031

Projected growth in AI careers

**US Bureau of Labor Statistics*

DIGITAL MARKETING

\$1.5T by 2030

The global digital advertising & marketing market size

**Business Wire*

95M by 2030

Estimated global digital jobs

**The World Economic Forum*

DATA SCIENCE

\$776.89B by 2032

The global data science platform market size

**Fortune Business Insight*

36% by 2033

Growth for Data Scientists

**Bureau of Labor Statistics*



WHY PURSUE AN ONLINE MBA DEGREE FROM JAIN ONLINE ?

Modern professionals need a flexible learning schedule to meet their upskilling needs, and that's what this online MBA degree program from JAIN (Deemed-to-be-University) offers. That's not the only advantage though - you also:



Learn from top management faculty with live and interactive online lectures



Gain the recognition of an online MBA degree from a reputed institute



Earn an online MBA degree with a future-ready elective in Artificial Intelligence, Digital Marketing and Data Science & Analytics



Gain practical skills through project-based learning



Become industry-ready with mentorship from experts



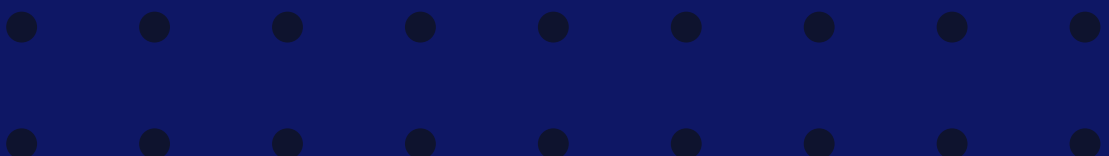
Learn alongside a diverse batch of peers for a rich learning experience



Build your skills with a curriculum designed by leading academicians & industry experts



Get comprehensive career support



ABOUT THE PROGRAM

ONLINE MBA DEGREE

This two-year program offers foundation courses, core courses, electives courses and a comprehensive master thesis intermediary, apart from an option to pursue a cross-functional and open elective. The core and elective courses incorporate AICTE's model curriculum as prescribed for a full-time MBA program.

The electives:

ARTIFICIAL INTELLIGENCE, DIGITAL MARKETING & DATA SCIENCE & ANALYTICS

The 2nd semester of the program offers a deep dive into the electives. The program is designed to provide in-depth knowledge of the chosen electives and its applications in improving business processes and decision making. The program's curriculum is intended to increase a learner's business knowledge and leadership skills thus providing a way to accelerate one's career in management roles.

PROGRAM HIGHLIGHTS

- 2-Year Program
- Live online classes with mentorship
- Degree from JAIN (Deemed-to-be University)



WHO IS THIS PROGRAM FOR?

- Professionals & entrepreneurs looking to gain comprehensive skills in management with minimal disruption to their schedule.
- People who are on a career break and are looking to re-enter the workforce.
- Early & mid-career professionals looking to build their credentials and establish their expertise.
- Professionals wanting to gain broad management skills with an expertise in digital marketing & e-commerce or data science & analytics.

AFTER THIS PROGRAM, YOU WILL

- Become an expert in implementing digital marketing & e-commerce or data science & analytics strategies.
- Gain broad management expertise with a specialization in the latest technologies.
- Solve business problems by leveraging the latest technologies.
- Become an ideal management candidate with a unique specialisation for in-demand roles such as digital marketing manager, business growth roles or data science lead, analytics manager and so on.



CURRICULUM

SEMESTER 1*

- Business Economics
- Sustainability and Ethics
- Financial Reporting and Corporate Finance
- Organisational Behaviour and Human Resources Management
- Quantitative Techniques for Business Decisions
- Generative AI for Online Learners

ARTIFICIAL INTELLIGENCE

SEMESTER 2

- Entrepreneurship
- Marketing Management
- Operations Research
- Python for Data Science
- Business Analytics and Artificial Intelligence

SEMESTER 3

- Business Research Methods
- Operations Management
- Data Visualisation
- Artificial Intelligence and Machine Learning Models
- Statistical Analysis using Python
- Applied Learning

SEMESTER 4

- Strategic Management
- Predictive Analytics for Machine Learning
- Generative AI for Practitioners
- Applied Artificial Intelligence for Managers
- Marketing Analytics
- Master Thesis / Project *

**Course matrix subject to change based on emerging industry trends and academic requirements.*

DIGITAL MARKETING AND E-COMMERCE

SEMESTER 2

- Entrepreneurship
- Marketing Management
- Operations Research
- Inbound Marketing: Content and Search Marketing
- Business Analytics and Artificial Intelligence

SEMESTER 3

- Business Research Methods
- Operations Management
- Data Visualisation
- Outbound Marketing –
Digital Ads and Social Media Marketing
- Brand Management for E-Commerce
- Applied Learning

SEMESTER 4

- Strategic Management
- Integrated Marketing Communication Strategy
- Digital Product Management
- Growth Marketing
- Marketing Analytics
- Master Thesis / Project *

DATA SCIENCE AND ANALYTICS

SEMESTER 2

- Entrepreneurship
- Marketing Management
- Operations Research
- Python for Data Science
- Business Analytics and Artificial Intelligence

SEMESTER 3

- Business Research Methods
- Operations Management
- Data Visualisation
- SQL for Data Science
- Statistical Methods for Decision Making
- Applied Learning

SEMESTER 4

- Strategic Management
- Predictive Analytics for Machine Learning
- Text Mining
- Web and Social Media Analytics
- Marketing Analytics
- Master Thesis / Project *



WHY UPSKILL WITH US?

When you choose this program, you also get access to an extensive pool of industry experts and comprehensive career assistance.



E-PORTFOLIO

An e-portfolio is a snapshot of all the projects done and skills acquired during the program that is shareable across social media channels. This will help you showcase your expertise to potential recruiters.



RESUME BUILDING AND INTERVIEW PREPARATION

Build your resume to highlight your skills and your previous professional experience. Also, learn how to crack interviews with interview preparation sessions.



EXCLUSIVE JOB BOARD

The program provides candidates access to a Job board with job opportunities shared by 4000+ organisations.



CAREER GUIDANCE

Get access to career mentoring from industry experts who've transitioned to roles in the industry. Benefit from their guidance on how to build a rewarding career.

GET ACCESS TO 4000+ HIRING COMPANIES



AND MANY MORE.

ADMISSIONS

ELIGIBILITY

Candidates must hold a bachelor's degree (minimum 3 years) from a recognized university with minimum 50% marks (45% in case of SC/ST) in aggregate. Students who are in the final year of their bachelor's degree are also eligible to apply.



FEE STRUCTURE

Semester-Wise Fee Plan		Year-Wise Fee Plan	Total Upfront/EMI
I Sem	₹60,000	I Year	₹2,00,000
II Sem	₹60,000	II Year	
III Sem	₹60,000		
IV Sem	₹60,000		

The program fee is exclusive of one time registration fee and exam fees

FINANCIAL AID



We Offer Liqui Loans to Students

- No Advance EMI
- Zero cost EMI Options Available

READY TO ADVANCE
YOUR CAREER?

APPLY NOW

Speak to a Program Advisor

08047184883

or

Visit our website

online.jainuniversity.ac.in