



MANIPAL
ACADEMY of HIGHER EDUCATION
DUBAI CAMPUS
(Institution of Eminence Deemed to be University)

MBA – Marketing

A Master's in Business Administration (MBA) degree with marketing as an elective can give you the necessary career boost – both in terms of earning potential and the much-needed entry into executive and managerial roles. Whether you aspire for a career in brand management, media & entertainment, advertisement, business development or sales, an MBA with marketing as an elective will help you hone the required skill sets that will enable you to secure lucrative positions.

 DURATION

24 months
15-20 hours/week

 WORK EXPERIENCE

No experience required

Program *curriculum*

Semester 1

This semester is all about learning foundational management skills from organizational behavior and statistics for management to managerial economics and HR management.

- Management Process and Organizational Behavior
- Business Communication

- Statistics for Management
- Financial and Management Accounting
- Managerial Economics
- Human Resource Management

Semester 2

In your second semester, we equip you with analytical and decision making skills. You'll be immersed in new learning about production and financial management. You'll also be given an overview on managing MIS, CRM, and other international systems. We give you an overview of operations research, duality analysis, game theory, and simulation.

- Production and Operations Management
- Financial Management
- Marketing Management
- Management Information System
- Operations Research
- Project Management

Semester 3

Take a deep dive into research methodologies, the legal aspects of business and IP, and choose from eight strategic electives to specialize in an area of your interest.

- Research Methodology
- Legal Aspects of Business
- Specialization
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- Sales Distribution and Supply Chain Management
- Consumer Behaviour
- Retail Marketing
- Marketing Research

Semester 4

In your last semester, we help you understand strategic management & business policy, international business management, and inculcate entrepreneurial skills. You'll get hands-on experience with project work in your chosen area of elective. You'll also have made steady networks through internships, peers, and engaging with our faculty & thought leaders. You're ready to work towards your career goals.

- Strategic Management and Business Policy
- International Business Management
- Business Leadership
- Specialization
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- Services Marketing and Customer Relationship Management
- Advertising Management and Sales Promotion
- E-Marketing
- International Marketing

Educational qualification

Candidates must have a 10 + 2 + 3-year bachelor's degree from a recognized university/institution or an equivalent qualification as recognized by the Association of Indian Universities.

Grades

Candidates must have a minimum of 50% marks in aggregate in graduation (45% for reserved categories).

Aptitude test

Candidates must clear Manipal University Jaipur's online aptitude test as part of the application process.

Candidates with a valid score (40 percentile) from any aptitude test (CAT/MAT/CMAT/XAT/GMAT) need not appear in the above test