



**JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY**  
Centre for Distance & Online Education

**TRANSFORM AMBITION INTO ACTION WITH**  
**ONLINE MBA**

**JOIN JIIT ONLINE**

Learning Anytime, Anywhere



# The Message From Our Chancellor



## Let's Navigate Success, Digitally!

The digital landscape is our new reality, and success demands agility. JIIT Noida's online MBA program, launched under our esteemed aegis, equips you with the skills to thrive in this dynamic environment. Let's navigate the digital future and achieve success, together.

## Online Education

I'm incredibly excited to welcome you to our online BBA and MBA program. The world of business is undergoing a digital revolution, and the ability to navigate this evolving landscape is paramount for success.

Our online BBA and MBA is designed to equip you with the critical thinking skills and digital fluency necessary to thrive in this new era. Through this program, you'll gain a comprehensive understanding of core business principles while mastering the latest online tools and strategies.

This program isn't just about acquiring knowledge; it's about fostering a business mindset. This means embracing flexibility, independent learning, and a collaborative spirit. You'll have the opportunity to interact with renowned faculty and a diverse cohort of peers, all from the comfort and convenience of your own space.

## Shri Manoj Gaur

Chancellor - Jaypee Institute of Information Technology

## About

# Jaypee Group

The Jaypee Group has been infrastructure conglomerate with a strong belief in the country's huge potential. Transforming challenges into opportunities has been the hallmark of the Jaypee Group, ever since its inception five decades ago. The Group is a diversified infrastructure conglomerate with business interest in Engineering & Construction, Cement, Power, Real Estate, Expressways, Sports and Hospitality.

## About

# Jaypee Institute of Information Technology

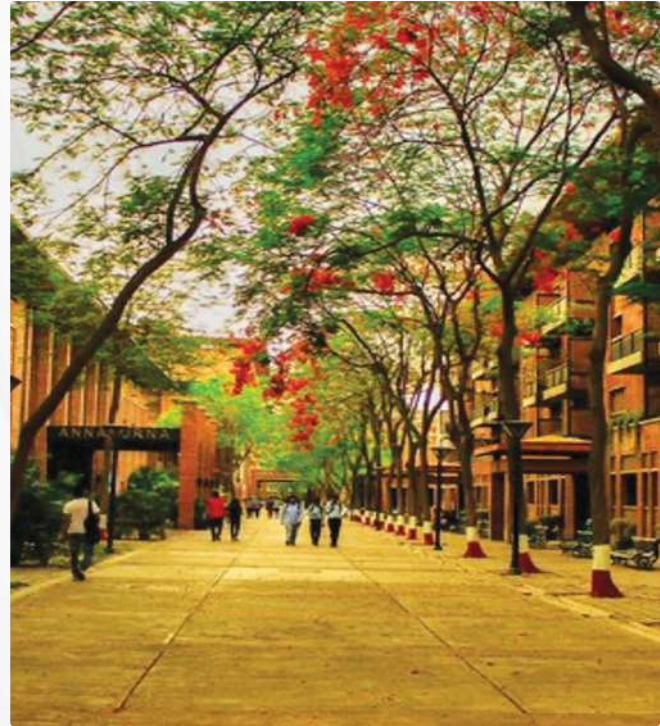
Jaypee Institute of Information Technology (JIIT), a top-ranked Deemed to be University with over 25 years of legacy has been delivering excellence in education, innovation, and research in both – Technology, and in Management through Jaypee Business School. JIIT has consistently nurtured a Dynamic, Future Ready Learning Ecosystem built on strong academic foundations and real-world relevance.

### Vision

To be center of excellence in the field of IT and related emerging areas, education, training and research comparable to the best in the world for producing professionals who shall be leaders in innovation, entrepreneurship, creativity and management.

### Mission

To develop as a benchmark University in emerging technologies.  
To provide state of the art teaching learning process and R&D environment.  
To harness human capital for sustainable competitive edge and social relevance.



## Significant Developments

**Innovation Decade (2021-2030):** JIIT has declared this decade as the Innovation Decade to drive research, innovation, and entrepreneurship.

**RIDE Innovation Hub:** A dedicated platform for research, incubation, and startup support.

**Digital Learning Centre:** Cutting edge studios and resources for online and blended education.

**Directorate of Research, Innovation & Development (DRID):** Fostering student and faculty-led innovation and startups.

**Recognized Excellence:** Consistently ranked among top institutions for management and technology education.

# An Institution Built for Excellence



AICTE approved, NAAC accredited and NIRF ranked, Jaypee Institute of Information Technology (JIIT), Noida, setup in 2001 is a Deemed to be University has evolved into a Centre of Excellence in Science and Engineering, Information Technology, Electronics and Communication Engineering, Biotechnology, Management and related emerging areas of education, training and research.

JIIT has a vision of producing professionals who shall be leaders in innovation, entrepreneurship, creativity and management.

JIIT attracts the brightest and the best students regardless of their Social, Educational, Regional or Ethnic background.

Students imbibe top rated education and enjoy a campus culture of unparalleled depth and diversity.

JIIT focusses on developing a solid foundation of knowledge, confidence building, pursuit of excellence, improving self-discipline and enhancement of creativity through motivation and drive.

JIIT encourages all students to make the life outside the classroom vibrant and enjoyable by engaging themselves in multiple extracurricular areas.

JIIT, a fully air-conditioned campus, has an unparalleled state-of-the-art, high-tech and environmentally conditioned infrastructure with a built-up area of over 1,41,610 sq. m with Residential Campus, Academic Block comprising Lecture Theatres, Smart Classrooms, Labs, Learning Resource Centers with rich resources of printed books, e-books and e-journals, Faculty Residences, Student Hostels, Annapurna, Auditorium (2,500 capacity), advanced Audio Visual facility and high capacity internet connectivity.

## Our Recognitions

9<sup>th</sup>

Best Placement amongst  
Private Universities in  
**India by  
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5<sup>th</sup>

Non Government  
Technical University  
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the week (2025)**

1<sup>st</sup>

Top Engineering  
College  
**In Uttar Pradesh  
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## Our Accreditations and Approvals



# Message From Our CEO – Digital Learning

## Manu Bhaskar Gaur

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## Learn Anytime, Anywhere with JIIT's Centre for Distance & Online Education (CDOE)

CDOE bridges the gap between High Quality Education in Management and Physical Access to the same by Students in India and overseas, through:

- ◆ Live Lectures
- ◆ Experienced Academicians trained at Berkeley, Harvard, INSEAD, BITS, IITs, IIMs, FMS, etc.
- ◆ CXOs from Top Corporates and MNCs relate with students Online to share Industry perspectives.
- ◆ State-of-the-art Digital Infrastructure.
- ◆ Inhouse Digital Learning Centre for Recording Lectures.
- ◆ UGC approved Learning Management System (LMS)
- ◆ Interactive Learning
- ◆ Strong Training and Placement Assistance
- ◆ Use of Contemporary AI Tools by Students in Self Development
- ◆ Regional Meet ups for Online Students to Network with Peer Group.

## Who Can Benefit Most from a Digital Program?

Working Professionals, Recent Graduates, Entrepreneurs:  
Looking to launch or grow your own business, Career Changers, Military Veterans, Stay at Home Parents.

# Salient Features of JIIT's Online Program:



## Top 100 Guaranteed Placements

Dedicated placement support with leading companies, ensuring career success for top performing students.



## World – Class Faculty

Learn from distinguished faculty members trained at prestigious global institutions like Harvard, INSEAD, Berkeley, Purdue, IITS, NITs, IIMS, BITS.



## AI – Powered Tools

Gain hands-on experience with cutting-edge AI and digital upskilling toolkits for future readiness.



## High – End Learning Studios

Benefit from engaging and high-quality online lectures and interactions.



## Annual Meetups

Network and interact with peers and alumni at exclusive in-person events hosted in 5-star venues.

# Online MBA Program Eligibility

*Learning is seldom just a transaction between an expert and a novice. It is a relationship that frees up thinking and fosters growth.*



## Duration 2 Years

### Divided into 4 Semesters

- ◆ Candidates must have a 10 + 2 + 3/4 Year bachelor's degree from a recognised university/institution or an equivalent qualification as recognised by the Association of Indian Universities.
- ◆ Candidates must have a minimum of 50% marks in aggregate in graduation (45% for Reserved Categories).
- ◆ Candidates having a valid score from any aptitude test (CAT/MAT/CMAT/XAT/GMAT/ATMA/CUET-PG) is beneficial.

# Online MBA Program Curriculum



The Program will run in a online mode and will have both pre-recorded and live sessions, regular assessments, projects

24 months | 4 semesters | 15-20 hours/week | 102 credits

## Semester 1

- ◆ Economics for Business and Government
- ◆ Financial Accounting and Reporting
- ◆ Marketing Management
- ◆ Organizational Behaviour
- ◆ Business Statistics using Excel Spreadsheet  
Corporate Skill Development-1
- ◆ Operations Management
- ◆ Corporate Finance
- ◆ Digital Transformation in Business

## Semester 2

- ◆ Legal Aspects of Business
- ◆ Human Resources Management
- ◆ Innovation and Entrepreneurship
- ◆ Management Accounting
- ◆ Business Research Methods
- ◆ Business Analytics
- ◆ Professional Communication
- ◆ India's Diversity & Business
- ◆ Digital Marketing
- ◆ Capstone Project

## Semester 3

- ◆ Artificial Intelligence in Business
- ◆ Corporate Skill Development -2
- ◆ Elective Major - 1
- ◆ Elective Major - 2
- ◆ Elective Major - 3
- ◆ Elective Major - 4
- ◆ Elective Minor - 1
- ◆ Elective Minor - 2
- ◆ Internship/OJT

## Semester 4

- ◆ Strategic Management
- ◆ Elective Major - 5
- ◆ Elective Major - 6
- ◆ Elective Minor - 3
- ◆ Major Project/Dissertation

# Specialisations Offered Online MBA



Our Online MBA Program prepares you to stand out as a leader in today's competitive world. Learners can choose from 10 career-focused electives such as HR, Finance, Marketing, and IT & Business Analytics to create successful career paths in the domain and industry of their choice. Learn from reputed faculty, receive excellent placement assistance, and network with professionals from the world over, without quitting your job.



**Human  
Resource**



**Finance**



**Marketing**



**IT & Business  
Analytics**

# Electives Offered - Online MBA

Choose your electives from the following options:

## 01 Human Resource

- ◊ Managing Employee Relations & Employment Laws
- ◊ Workplace Diversity, Equity & Inclusion
- ◊ Performance & Compensation Management
- ◊ Learning and Development
- ◊ Organizational Development and Change
- ◊ Leadership Skills for Managers
- ◊ Competency Management and Assessment Centre
- ◊ Talent Management

## 02 Marketing

- ◊ Product and Brand Management
- ◊ Integrated Marketing Communication
- ◊ Sales and Distribution Management
- ◊ Consumer Behavior
- ◊ Services Marketing
- ◊ B2B Marketing
- ◊ Omnichannel Marketing
- ◊ AI/ML powered marketing

## 03 IT & Business Analytics

- ◊ IT Security and Cyber Law BPR, Business Process Management & ERP
- ◊ E-Commerce and Electronic Governance
- ◊ Data Management And Analysis
- ◊ Predictive Analytics
- ◊ Block chain
- ◊ Big Data & Data Visualisation
- ◊ Advanced Tools for Data Science

## 04 Finance

- ◊ Security Analysis and Portfolio Management
- ◊ Financial Statement Analysis and Business Valuation
- ◊ Project Appraisal and Finance
- ◊ Options, Future and Risk Management
- ◊ Fixed Income Securities
- ◊ Behavioral Finance
- ◊ Working Capital Management
- ◊ Introduction to Financial Analytics

## Flexible Specialization Options for a Tailored Learning Experience

*Our Online MBA program offers the flexibility to choose two specializations:*



*This unique structure allows learners to build a customized skill set, enhancing career opportunities and industry relevance.*

We understand that every learner has their own career aspirations. That's why we've meticulously curated the electives within each specialization. This curation process involves a three-pronged approach:

**Benchmarking Excellence:** We benchmark our electives against top national and international universities, ensuring you receive a curriculum that reflects the latest industry trends and best practices.

**Meeting Industry Needs:** We stay attuned to the evolving demands of the job market, ensuring the electives we offer are directly relevant to the skills employers are seeking.

**Catering to Your Interests:** We recognize that our learners come from diverse backgrounds and have unique aspirations. Our curated electives cater to a wide range of interests, allowing you to tailor your learning journey to achieve your specific professional goals.

With this approach, you can be confident that your online MBA experience will be both enriching and directly applicable to your career advancement.

# Get Started Today! Ready to embark on your transformative online journey?

In a world of constant change, the learners inherit the future. The learned find themselves beautifully equipped for a world that no longer exists.

- Eric Hoffer



## 01. Program Registration

Fill out a quick online form at [admission.jiitonline.com](http://admission.jiitonline.com) with your basic information, education details, and relevant work experience. Pay the application fee to register for the program.

## 02. Upload Document

Upload all required supporting documents like transcripts, certificates, and statement of purpose. Submit your application for review.

## 03. University Approval

Our admissions team will thoroughly evaluate your application and notify you of the decision within a timely timeframe.

## 04. Fees Payment

Choose your preferred payment option and pay the admission fee for the first semester/year or the full program.



## eLearning Material

The eLearning material (Video Lectures, eText Material, Virtual Classroom, Virtual Simulation etc) will be made available to you on the Learning Management System (LMS) based on the four-quadrant approach, as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016.

# Program Fees

## ONLINE MBA

	Application Fee	Exam Fee	Course Fee
1st Semester	₹1,000	₹1,500	₹42,000
2nd Semester	-	₹1,500	₹42,000
3rd Semester	-	₹1,500	₹42,000
4th Semester	-	₹1,500	₹42,000

Grand Total ₹1,75,000/-

No Cost EMI at as low as ₹8,418/- per month

## Our Recruiters

ATLASSIAN

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Google

Microsoft

CISCO

cognizant

Infosys

accenture


SAMSUNG

TATA  
TATA POWER



## Contact Us :

-  01202404101, 07969239635
-  [admission@jiitonline.com](mailto:admission@jiitonline.com)
-  [jiitonline.com](http://jiitonline.com)

-  Jaypee Institute of Information Technology, Noida  
Centre for Distance & Online Education  
A-10, Sector-62, Noida-201 309, Uttar Pradesh, India.



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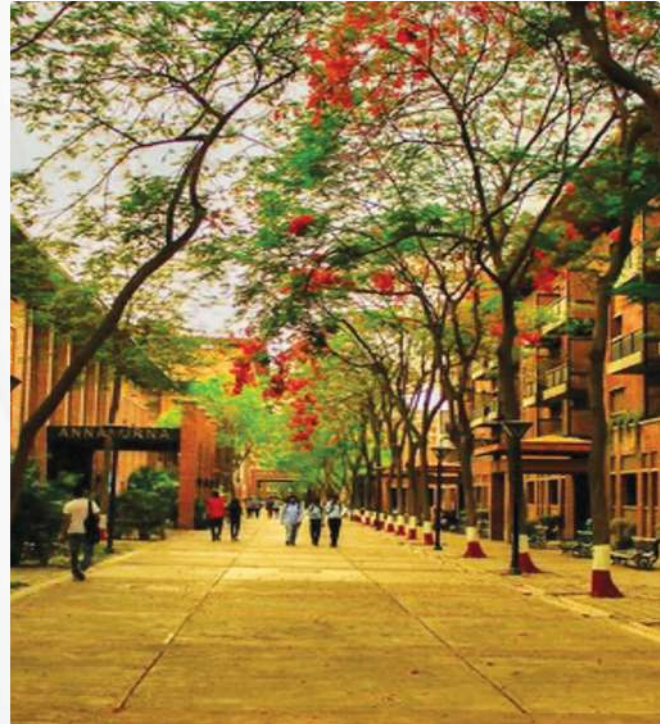
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Learn from distinguished faculty members trained at prestigious global institutions like Harvard, INSEAD, Berkeley, Purdue, IITS, NITs, IIMS, BITS.



## AI – Powered Tools

Gain hands-on experience with cutting-edge AI and digital upskilling toolkits for future readiness.



## High – End Learning Studios

Benefit from engaging and high-quality online lectures and interactions.



## Annual Meetups

Network and interact with peers and alumni at exclusive in-person events hosted in 5-star venues.

Committed to delivering an innovative online learning experience, our mission is to make quality business education accessible globally, ensuring a seamless online learning journey



## Duration 3 Years

6 Semesters

- ◆ 10+ 2 or its equivalent in any discipline from a recognised Board with at least 50% aggregate marks or equivalent CGPA.

The Bachelor of Business Administration (BBA) is a reputed professional degree tailored to equip students with foundational skills for a career in management. It offers learners comprehensive expertise across fields like Finance, Marketing, Sales, and Human Resources, empowering them to excel in these domains.

This fully online program combines renowned faculty, advanced pedagogy, and extensive digital resources, ensuring an adaptable and effective learning environment. Students can master key business principles and contemporary practices at their own pace, all from the convenience of their homes. The online BBA Program is designed to enhance students' skills, preparing them to advance in their professional journey.

# Online BBA Program Curriculum



This Bachelor of Business Administration (BBA) is a globally recognized online degree in business administration, accessible entirely through an online platform. It provides students with essential skills and insights to become successful business professionals, conferring a widely acclaimed credential upon completion.

## Semester 1

- ◆ Business Mathematics
- ◆ Managerial Economics
- ◆ Financial Accounting
- ◆ Principles of Business Management
- ◆ Business Communication
- ◆ India's Diversity & Business
- ◆ IT Tools for Business

## Semester 2

- ◆ Financial Management
- ◆ Organizational Behaviour
- ◆ Marketing Management
- ◆ Introduction to Spreadsheets
- ◆ Global Business Environment
- ◆ Business Statistics and Analytics
- ◆ Technology, Corporate Governance and Business Ethics

## Semester 3

- ◆ Cost and Management Accounting
- ◆ Entrepreneurial Development
- ◆ Social Media and Digital Marketing
- ◆ Human Resource Management
- ◆ Business Analytics
- ◆ Oral and Written Communication
- ◆ Emotional intelligence

## Semester 4

- ◆ Introduction to Business Verticals
- ◆ Business Research Methods
- ◆ Operations Management
- ◆ Data Insights Using Dashboards
- ◆ Quantitative techniques in Business Management
- ◆ Legal Aspects of Business
- ◆ Social and Professional Skills

## Semester 5

- ◆ Computing Tools and Programming
- ◆ Digital Business Transactions
- ◆ Live Project / Research Project
- ◆ Elective Major - 1
- ◆ Elective Major - 2
- ◆ Marketing Analytics

## Semester 6

- ◆ Disaster Management
- ◆ Supply Chain Management
- ◆ Corporate Internship
- ◆ Understanding Constitution of India
- ◆ Elective Major - 3
- ◆ Elective Major - 4

# Specialisations Offered Online BBA

Online Bachelor of Business Administration (BBA) at Jaypee Institute of Information and Technology (JIIT) - CDOE is a distinguished professional degree that equips students with vital skills and knowledge for a flourishing career in management.

Our curriculum offers comprehensive expertise in Finance, Marketing, Human Resources and Business Analytics, empowering you to excel in these competitive fields. With guidance from renowned faculty, cutting-edge teaching methods, and extensive digital resources, students benefit from a flexible and impactful learning environment. The curriculum has been designed in such a way that will enable students to master essential business principles and contemporary practices at their own pace, all from the convenience of their homes.

## 01 – Human Resource

- ◆ Learning and Development
- ◆ Workplace Diversity, Equity and Inclusion
- ◆ IR and Labour Law
- ◆ Leadership and Motivation In organizations
- ◆ Business Applications of A

## 03 – Business Analytics

- ◆ Predictive Analytics
- ◆ Data Visualization
- ◆ Data Management using R
- ◆ Data Management using Python
- ◆ Business Applications of AI

## 02– Marketing

- ◆ Consumer Behaviour
- ◆ Services Marketing
- ◆ Retail Marketing
- ◆ Product and Brand Management
- ◆ Business Applications of AI

## 04 – Finance

- ◆ Financial Analytics
- ◆ Financial Derivative and Risk Management
- ◆ Investment Management
- ◆ Behavioral Finance
- ◆ Business Applications of AI

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3rd Semester	-	₹1,500	₹21,500
4th Semester	-	₹1,500	₹21,500
5th Semester	-	₹1,500	₹21,500
6th Semester	-	₹1,500	₹21,500

Grand Total ₹1,39,000/-

No Cost EMI at as low as ₹6,542/- per month

## Our Recruiters

ATLASSIAN

amazon

Google

Microsoft

CISCO

cognizant

Infosys

accenture


SAMSUNG

TATA  
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## Contact Us :

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