Defined by Legacy. Redefining your Future.

UGC Entitled & AICTE approved Online Degree Programs

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Email Address: info@vignanonline.com
Call: +91 7777030316
Whatsapp: +91 7777030316

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Vignan’s Foundation for Science, Technology, and Research (VFSTR), Deemed-to-be University provides quality education in a diverse and intellectually stimulating environment. It imparts value addition through a well-defined curriculum to students to make them competent and build inspired minds. The institute celebrates the power of knowledge, as it aims to inculcate human values through building awareness about one’s self and the societal needs around.

The institute is well known for its dedicated faculty, state-of-art infrastructure, and excellent placement record year on year. As a Deemed-to-be University, it is in the process of improving its standards to the level of a global technical institution. It aims to help learners to open new doors of opportunities by providing a wide spectrum of resources that offer in-depth and practical exposure. The latest curriculum has been developed after consulting the institute’s illustrious alumni working across the globe, veterans from industry, and distinguished academicians possessing a rich teaching and research background. Through its deep connections with the industry and academia, it aims to help management professionals reach new heights in their careers, and build their aspiring future.

Vision:
To evolve into a centre of excellence in Science & Technology through creative and innovative practices in teaching - learning, towards promoting academic achievement and research excellence to produce internationally accepted, competitive and world class professionals who are psychologically strong & emotionally balanced imbued with social consciousness & ethical values.

Mission:
To provide high quality academic programmes, training activities, research facilities and opportunities supported by continuous industry - institute interaction aimed at promoting employability, entrepreneurship, leadership and research aptitude among students and contribute to the economic and technological development of the region, state and nation.

Awards & Accolades
- NIRF Ranked amongst top 100
- NAAC ACCREDITED A+ GRADE
- APPROVED BY AICTE
- ISO 9001: 2015
From Chairman’s desk

“Others saw the problem, he sought the solution”

The difference between dreamers and innovators is that a dreamer just dreams and does nothing to realize it, while an innovator charts his own path and breathes life into his ideas. That streak of originality is the distinct quality that makes innovators a breed apart from the ordinary people of this world.

Dr. L. Rathaiah, Chairman of Vignan group of institutions, was destined to be different, or should we say, he chose to be different. He was not content with just teaching. He spotted the chinks in the education system of the state and went about changing it to make it more effective, productive, and powerful. He successfully altered the education scenario in Andhra Pradesh and brought about a socio-economic revolution of sorts. The education fraternity was so persuaded by the strength of this alternate model that they adopted the new system of imparting education without any reservation. The system initiated by this illustrious educationist became instrumental in affecting a paradigm shift in the whole education scenario of the state. This novel model had the desired impact of enhancing the employability of the youth and shaping them into successful professionals capable of donning top leadership roles in their chosen field.

Today the state of Andhra Pradesh is an acknowledged hub for education. It has especially become famous for its technical education. Dr. L. Rathaiah has indeed set the benchmark in the field of higher education and has been the guiding light for many others in the state. Truly, Dr. L. Rathaiah with his relentless efforts and dedication has changed the educational landscape of the state of Andhra Pradesh.

“Human resources, especially trained and professionally qualified are the strength and wealth of any country. This was the thought that prompted me to start Vignan. If today Vignan is successful, it only means that we are moving in the right direction. My desire is to see India at the pinnacle of glory, it once enjoyed during the evolution of human civilization in the glorious era of Takshila and Nalanda.”

Dr. L. Rathaiah
Chairman, Vignan Group

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Why Vignan Online

Getting higher education in a reputed University is an aspiration of every student. To fulfill this aspiration, a student had to move out to the city where the University is located and also spend a lot of money – for tuition fees, hostel fees, and other expenses. The technological advancement along with recent reforms in higher education by the UGC has ensured that every student like you can get an education from the best Universities like ours from the comfort of your home.

By allowing Universities to adopt Online Learning as a mode of education and treating it at par with Classroom Mode / Physical Mode, UGC has just given the platform that every student needed to fulfill his / her aspiration.

Learning through Vignan Online has many advantages:

• Access to world-class faculties - We ensure to have the best faculties teaching you. Having no geographical restrictions in selecting faculties allows us to provide you with the best faculties from across the country.

• Self-Paced Learning - At Vignan’s Foundation for Science, Technology, and Research (VFSTR) Deemed-to-be University, the courses in Online Mode are designed in such a way you can decide your own pace of learning according to your comfort and ability.

• Additional Industry-Relevant Certifications - At Vignan’s Foundation for Science, Technology, and Research (VFSTR) Deemed-to-be University, we always strive to offer you the latest and most relevant education. We ensure this by offering advanced certification programs in any functional area that you choose.

• Flexible - At Vignan’s Foundation for Science, Technology, and Research (VFSTR) Deemed-to-be University, we understand the diverse background our students come from. To ensure highly effective learning, we provide you with a lot of flexibility to learn at your convenience.

• Dedicated LMS - Our dedicated and customized Learning Management Software (LMS) allows you to refer to video recordings, study material, additional industry-related learning material, quizzes for self evaluation, discussion forums, case studies and many other features to enhance your learning experience.

• Cost-Effective - With the use of disruptive technology, we ensure that your learning is very cost-effective and worth every rupee spent by you.
Programs Offered

BBA
- General with elective in Finance
- General with elective in Marketing
- General with elective in Human Resource

MBA
- Finance + Advanced Certificate Program in Financial Markets
- Finance + Advanced Certificate Program in Fintech
- Finance + Advanced Certificate Program in Investment Banking and Equity Research
- Finance + Advanced Certificate Program in Banking
- General with elective in Marketing + Advanced Certificate Program in Digital Marketing & E-commerce
- General with elective in Marketing + Advanced Certificate Program in Data Science and Analytics
- General with elective in Marketing + Advanced Certificate Program in Advertising and Branding
- General with elective in Operations + Advanced Certificate Program in Logistics and Supply Chain Management
- General with elective in Operations + Advanced Certificate Program in Project Management
BBA - General with elective in Human Resource

About the Elective
People management has become more critical and challenging in recent times. Rapidly changing work cultures, global businesses, and growing interdependencies are some reasons behind this. Human resource (HR) is central to any organization’s growth and strategy. It is also an exciting and in-demand skill to learn.

For a human resource professional, an in-depth understanding of the various functionalities of the domain is a must. This program will make you abreast with various human resource functions including talent acquisition, talent management, and learning and development. It will also help you hone your leadership and management skills and create stepping stones for your future career. The program also features a project for gaining hands-on experience in important human resource functions.

Elective Highlights
• Covers a wide range of courses from HR and business management (both theory and practices)
• Topics from talent acquisition, employee reward management, and HR analytics are covered
• Imparts industry-relevant skills
• Core courses are supplemented by skill enhancement and ability enhancement courses

Learning Methodology
• 120 study hours in each course
• Interactive audio-video lectures
• Pre-recorded video lectures
• Discussion forum
• Self e-learning material
• Printed text books
• Assignments, quizzes, MCQ, etc. for reinforcement
• Independent and group projects

Duration -
3 years (6 semesters)

Live Online Sessions -
Weekend
Eligibility Criteria:
All the Intermediate (+2) candidates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Syllabus

1st Semester
- Business Communication-I
- Business Mathematics
- Financial Accounting
- Micro Economics
- Principals and Practice of Management

2nd Semester
- Business Communication-II
- Cost Accounting
- Business Psychology
- Macro Economics
- Business Statistics

3rd Semester
- Business Environment
- Management Accounting
- IT Tools for Business
- Business Laws
- Business Research
- Methods

4th Semester
- Marketing Management
- Business Finance
- Human Resource Management
- Operations Management
- Direct Taxation

5th Semester
- Strategic Management
- Entrepreneurship
- Development
- Organizational Behavior
- Elective I*”
- Elective II*”

6th Semester
- Business Ethics and
- Corporate Governance
- Digital Marketing
- Elective III*”
- Elective IV*”
- Management Thesis

*Please select any two from the options below
- Industrial Relations and Labor Laws
- Talent Planning and Acquisition
- Learning and Development
- Talent Management and Succession Planning
- Industrial and Organizational Psychology

Fee Structure:

For Indian National & SAARC Nations

<table>
<thead>
<tr>
<th>Semester Fee Plan</th>
<th>₹ 22,500</th>
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<tbody>
<tr>
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Note
1. One Time University Registration Fee of ₹ 2500 is applicable during Admission
2. Examination Fee of ₹ 4000 per year is Applicable

For Foreign Students

<table>
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<tr>
<th>Semester Fee Plan</th>
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<tbody>
<tr>
<td>Annual Fee Plan</td>
<td>$900</td>
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Note
1. One Time University Registration Fee of $ 50 is applicable during Admission
2. Examination Fee of $ 60 per year is Applicable

Process to enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us

*Please select any two from the options below
- Performance and Compensation Management
- Strategic and International HRM
- HR Analytics and Metrics
- Organization Development and Change
- Leadership and People Management

+91 7777030316
www.vignanonline.com
About the Elective
Understanding and managing finances effectively - be it personal or corporate, is a skill highly in demand these days. Organizations rely on the expertise of finance professionals in matters such as business expansion, mergers, investment, etc. This program covers corporate finance, financial markets, business and management courses, enabling learners to kickstart their career in finance. The program also features a project for gaining hands-on experience in important finance modules.

Elective Highlights
- Curriculum aligned with global finance certifications
- Core courses along with skill enhancement and ability enhancement courses
- Covers the latest topics in finance such as security analysis, financial modeling, analytics, etc
- Project work to enhance problem-solving and finance skills

Learning Methodology
- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

BBA - General with elective in Finance

Duration - 3 years (6 semesters)
Live Online Sessions - Weekend

www.vignanonline.com +91 7777030316
Eligibility Criteria:
All the Intermediate (+2) candidates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Syllabus

1st Semester
- Business Communication-I
- Business Mathematics
- Financial Accounting
- Micro Economics
- Principals and Practice of Management

2nd Semester
- Business Communication-II
- Cost Accounting
- Business Psychology
- Macro Economics
- Business Statistics

3rd Semester
- Business Environment
- Management Accounting
- IT Tools for Business
- Business Laws
- Business Research
- Methods

4th Semester
- Marketing Management
- Business Finance
- Human Resource Management
- Operations Management
- Direct Taxation

5th Semester
- Strategic Management
- Entrepreneurship
- Development
- Organizational Behavior
- Elective I
- Elective II

6th Semester
- Business Ethics and Corporate Governance
- Digital Marketing
- Elective III
- Elective IV
- Management Thesis

*Please select any two from the options below
- Security Analysis and Portfolio Management
- International Finance Management
- Banking and Financial Services
- Financial Markets and Institutions
- Project Finance

*Please select any two from the options below
- Financial Derivatives
- Mergers and Acquisitions
- Strategic Financial Management
- Foreign Exchange and Risk Management
- Commodities Market

Fee Structure:

For Indian National & SAARC Nations
- Semester Fee Plan: ₹ 22,500
- Annual Fee Plan: ₹ 45,000

Note
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2. Examination Fee of ₹ 4000 per year is Applicable

For Foreign Students
- Semester Fee Plan: $450
- Annual Fee Plan: $900

Note
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2. Examination Fee of $ 60 per year is Applicable

Process to enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
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About the Elective
Marketing is at the core of every business organization and demands great skills and strategies to get it right. Through out-of-the-box strategies and activities, a brand can successfully position itself suitably in the market. Marketing is a great career choice for those who love challenges and can adapt themselves quickly to the rapidly changing consumer needs.

This program equips learners with an in-depth understanding of the core marketing concepts. The learners will gain mastery over various marketing tasks such as planning, implementing, and monitoring the marketing efforts of an organization. The program also features a project for gaining hands-on experience in important marketing functions.

Elective Highlights
• Covers theory and practical aspects of marketing and business management
• Incorporate topics from modern marketing such as Integrated MarComm, Social Media Marketing, Marketing Analytics, etc
• Includes project work to enhance real-time problem-solving and analytical skills
• Covers important marketing and management courses

Learning Methodology
• 120 study hours in each course
• Interactive audio-video lectures
• Pre-recorded video lectures
• Discussion forum
• Self e-learning material
• Printed text books
• Assignments, quizzes, MCQ, etc. for reinforcement
• Independent and group projects

Duration - 3 years (6 semesters)
Live Online Sessions - Weekend
Eligibility Criteria:
All the Intermediate (+2) candidates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Syllabus

1st Semester
- Business Communication-I
- Business Mathematics
- Financial Accounting
- Micro Economics
- Principals and Practice of Management

2nd Semester
- Business Communication-II
- Cost Accounting
- Business Psychology
- Macro Economics
- Business Statistics

3rd Semester
- Business Environment
- Management Accounting
- IT Tools for Business
- Business Laws
- Business Research
- Methods

4th Semester
- Marketing Management
- Business Finance
- Human Resource Management
- Operations Management
- Direct Taxation

5th Semester
- Strategic Management
- Entrepreneurship
- Development
- Organizational Behavior
- Elective I
- Elective II

*Please select any two from the options below
- Marketing Research
- Retailing Management
- Consumer Behavior
- Sales and Distribution Management

6th Semester
- Business Ethics and Corporate Governance
- Digital Marketing
- Elective III*
- Elective IV*
- Management Thesis

*Please select any two from the options below
- Innovation and Product Development
- Advertising and Brand Management
- Services Marketing
- Tourism Marketing

Fee Structure:

For Indian National & SAARC Nations

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Process to enroll:

1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
Elective Highlights

- Gives you a perfect blend of HR and general management courses
- Covers advanced courses in HR such as Metrics and Analytics, Organizational Development, Change Management, etc.
- Program suitable for those who are aiming at generic and specialist roles in HR
- Includes research project and management thesis focusing on solving real-time problems in the domain of human resource

About the Certification

Having a great strategy might not guarantee you success, you need great leadership to complement it. From an era where strategy and leadership were considered unrelated, the world of business has moved to integrate the two crucial elements for corporate success. This has resulted in many HR leaders going on to lead the businesses - the latest being Leena Nair, the CEO of French Luxury brand Chanel who was head of human resources at Unilever.

The Advanced Certificate Program in Strategy and Leadership will build a thorough understanding of various business skills like negotiation and critical decision making. It will enable you to take on strategic and leadership roles across industries.

The Advanced Certificate Program in Strategy and Leadership will take you through an insightful journey in the following courses:
- Leadership, Strategy, and People
- Executive Leadership
- Negotiation
- Change Management
Learning Methodology
- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Duration -
2 years (4 semesters)

Live Online Sessions -
Weekend

Syllabus

1st Semester
- Principles of Management and Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Business Statistics and Analytics for Decision making
- Business Environment & Ethics
- Business Communication

2nd Semester
- Marketing Management
- Corporate Finance
- Human Resource Management
- Business Research Methods
- Operations Management
- Legal Environment of Business

3rd Semester
- Common Elective-I*
  *Please select any one from the options below
  
  - Corporate Strategy
  - Entrepreneurship & Business Plan
  - Open Elective - 1**
  - Open Elective - 2**
  - Open Elective - 3**
  - Open Elective - 4**
  - Project Report

4th Semester
- Common Elective-II*
  *Please select any one from the options below
  
  - International Business
  - Project Management
  - Open Elective - 1**
  - Open Elective - 2**
  - Open Elective - 3**
  - Open Elective - 4**
  - Management Thesis

**Please select any four from the options below
- Compensation & Reward Management
- HR Analytics & Metrics
- Organizational Change & Development
- Leadership & People Management
- Cross Culture Management
- Industrial & Organisational Psychology

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

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Process to Enroll:
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2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us

Duration -
2 years (4 semesters)

Live Online Sessions -
Weekend

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About the Elective
With a strong understanding of finance and accounting practices along with business skills, graduates in MBA - Finance is highly sought-after. A majority of the organizations trust the finance acumen of MBA graduates in everything including day-to-day finance management, risk management, investment portfolio, asset management, and so on.

This program will equip our learners with specialized skills in Finance and also groom them as business leaders. It opens up a wide range of career opportunities in FinTech, financial institutions, private and public sector banks, and corporates. The startup culture is also very welcoming for MBA professionals who can help them overtake their competition in a shorter time.

Elective Highlights
• Gives you a perfect blend of Finance and general management courses
• Prepares learners for global certifications in Finance such as CFA, CFP, and CIMA
• Includes courses in Investment banking, Derivatives, and Financial Analytics
• A research project and a management thesis focusing on solving real-time challenges in the domain of finance

About the Certification
To say that Financial Markets are the backbone of any economy will be an understatement. With innovation in financial instruments, modernization in financial markets, and increased participation of investors, there is an ever-increasing demand for financial market professionals with an understanding of the working of the modern financial markets.

The Advanced Certificate Program in Financial Markets will build a thorough understanding of the functioning of various types of contemporary financial markets and equip you with deep insights into the world of modern financial markets.

The Advanced Certificate Program in Financial Markets will take you through an insightful journey in the following courses:
• Financial Modelling
• Fixed Income Securities
• Asset Management
• Cyber Security and Fraud Management
Learning Methodology
- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester
- Principles of Management and Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Business Statistics and Analytics for Decision making
- Business Environment & Ethics
- Business Communication

2nd Semester
- Marketing Management
- Corporate Finance
- Human Resource Management
- Business Research Methods
- Operations Management
- Legal Environment of Business

3rd Semester
- Common Elective-I*
  *Please select any one from the options below
  - Corporate Strategy
  - Entrepreneurship & Business Plan
  - Open Elective - 1**
  - Open Elective - 2**
  - Open Elective - 3**
  - Open Elective - 4**
  - Project Report

4th Semester
- Common Elective-II*
  *Please select any one from the options below
  - International Business
  - Project Management
  - Open Elective - 1**
  - Open Elective - 2**
  - Open Elective - 3**
  - Open Elective - 4**
  - Management Thesis

**Please select any four from the options below
- Investment Analysis and Portfolio Management
- International Financial Management
- Management of Financial Services
- Project Finance
- Management Accounting
- Direct Taxation

Duration - 2 years (4 semesters)

Live Online Sessions - Weekend

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations
- Semester Fee Plan: ₹ 25,000
- Annual Fee Plan: ₹ 50,000

For Foreign Students
- Semester Fee Plan: $500
- Annual Fee Plan: $1000

Note
1. One Time University Registration Fee of $ 50 is applicable during Admission
2. Examination Fee of $ 60 per year is Applicable

Process to Enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
MBA - Finance + Advanced Certificate Program in FinTech

About the Elective
With a strong understanding of finance and accounting practices along with business skills, graduates in MBA - Finance is highly sought-after. A majority of the organizations trust the finance acumen of MBA graduates in everything including day-to-day finance management, risk management, investment portfolio, asset management, and so on. This program will equip our learners with specialized skills in Finance and also groom them as business leaders. It opens up a wide range of career opportunities in FinTech, financial institutions, private and public sector banks, and corporates. The startup culture is also very welcoming for MBA professionals who can help them overtake their competition in a shorter time.

Elective Highlights
• Gives you a perfect blend of Finance and general management courses
• Prepares learners for global certifications in Finance such as CFA, CFP, and CIMA
• Includes courses in Investment banking, Derivatives, and Financial Analytics
• A research project and a management thesis focusing on solving real-time challenges in the domain of finance

About the Certification
Technology has changed the way we live and it certainly has changed the way we deal with money. FinTech has disrupted the traditional financial markets by providing innovative, convenient, and low-cost solutions to the consumer. The FinTech revolution has just begun and the industry is actively looking for skilled talent as the industry is expected to grow at an annual rate of over 25% over the next five years. The Advanced Certificate Program in FinTech will build a thorough understanding of the application of technology in financial markets and equip you with deep insights into various technologies that have transformed the way we transact.

The Advanced Certificate Program in FinTech will take you through an insightful journey in the following courses:
• Introduction to FinTech
• Blockchain and its Applications
• Robotic Process Automation
• Artificial Intelligence in FinTech
### Learning Methodology
- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

### Syllabus

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>1st Semester</td>
<td>Principles of Management and Organizational Behavior, Managerial Economics, Accounting for Managers, Business Statistics and Analytics for Decision making, Business Environment &amp; Ethics, Business Communication</td>
</tr>
<tr>
<td>3rd Semester</td>
<td>Common Elective-I*</td>
</tr>
<tr>
<td>4th Semester</td>
<td>Common Elective-I*</td>
</tr>
</tbody>
</table>

*Please select any one from the options below:
- Investment Analysis and Portfolio Management
- International Financial Management
- Management of Financial Services
- Project Finance
- Management Accounting
- Direct Taxation

**Please select any four from the options below:
- Financial Derivatives
- Financial Engineering
- Strategic Financial Management
- Strategic Cost Management
- Risk Management
- Commodities Market

### Duration
- 2 years (4 semesters)

### Live Online Sessions
- Weekend

### Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

### Fee Structure:

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- 1. One Time University Registration Fee of $ 50 is applicable during Admission
- 2. Examination Fee of $ 60 per year is Applicable

### Process to Enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
MBA - Finance + Advanced Certificate Program in Investment Banking and Equity Research

About the Elective
With a strong understanding of finance and accounting practices along with business skills, graduates in MBA - Finance is highly sought-after. A majority of the organizations trust the finance acumen of MBA graduates in everything including day-to-day finance management, risk management, investment portfolio, asset management, and so on. This program will equip our learners with specialized skills in Finance and also groom them as business leaders. It opens up a wide range of career opportunities in FinTech, financial institutions, private and public sector banks, and corporates. The startup culture is also very welcoming for MBA professionals who can help them overtake their competition in a shorter time.

Elective Highlights
• Gives you a perfect blend of Finance and general management courses
• Prepares learners for global certifications in Finance such as CFA, CFP, and CIMA
• Includes courses in Investment banking, Derivatives, and Financial Analytics
• A research project and a management thesis focusing on solving real-time challenges in the domain of finance

About the Certification
The rise in the entrepreneurship and start-up culture in India has made terms like Private Equity and Venture Capital household terms that we come across very frequently. Investment Banking used to be a very small niche in the banking industry is today an industry in itself. The rise in Indian start-ups has made investment banking a very lucrative career path. Skilled personnel are difficult to find and having this advanced certificate will only make you more ready for a successful career. The Advanced Certificate Program in Investment Banking and Equity Research will build a thorough understanding of the nuances of the Investment Banking industry - the process of funding and equity research. It will equip you with deep insights into various forms of private equity deals and various models of equity valuation.

The Advanced Certificate Program in Investment Banking and Equity Research will take you through an insightful journey in the following courses:
• Introduction to Equity Research
• Financial Statement Analysis
• Asset Management
• Equity and Firm Valuation

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Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester
- Principles of Management and Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Business Statistics and Analytics for Decision making
- Business Environment & Ethics
- Business Communication

2nd Semester
- Marketing Management
- Corporate Finance
- Human Resource Management
- Business Research Methods
- Operations Management
- Legal Environment of Business

3rd Semester
- Common Elective-I* (Please select any one from the options below)
  - Corporate Strategy
  - Entrepreneurship & Business Plan
  - Open Elective - 1**
  - Open Elective - 2**
  - Open Elective - 3**
  - Open Elective - 4**
  - Project Report

4th Semester
- Common Elective-I* (Please select any one from the options below)
  - International Business
  - Project Management
  - Open Elective - 1**
  - Open Elective - 2**
  - Open Elective - 3**
  - Open Elective - 4**
  - Management Thesis

**Please select any four from the options below
- Investment Analysis and Portfolio Management
- International Financial Management
- Management of Financial Services
- Project Finance
- Management Accounting
- Direct Taxation

Duration - 2 years (4 semesters)

Live Online Sessions - Weekend

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations
- Semester Fee Plan: ₹ 25,000
- Annual Fee Plan: ₹ 50,000

Note
1. One Time University Registration Fee of ₹ 2500 is applicable during Admission
2. Examination Fee of ₹ 4000 per year is Applicable

For Foreign Students
- Semester Fee Plan: $500
- Annual Fee Plan: $1000

Note
1. One Time University Registration Fee of $ 50 is applicable during Admission
2. Examination Fee of $ 60 per year is Applicable

Process to Enroll:

1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
**MBA - Finance + Advanced Certificate Program in Banking**

**About the Elective**
With a strong understanding of finance and accounting practices along with business skills, graduates in MBA - Finance is highly sought-after. A majority of the organizations trust the finance acumen of MBA graduates in everything including day-to-day finance management, risk management, investment portfolio, asset management, and so on. This program will equip our learners with specialized skills in Finance and also groom them as business leaders. It opens up a wide range of career opportunities in FinTech, financial institutions, private and public sector banks, and corporates. The startup culture is also very welcoming for MBA professionals who can help them overtake their competition in a shorter time.

**Elective Highlights**
- Gives you a perfect blend of Finance and general management courses
- Prepares learners for global certifications in Finance such as CFA, CFP, and CIMA
- Includes courses in Investment banking, Derivatives, and Financial Analytics
- A research project and a management thesis focusing on solving real-time challenges in the domain of finance

**About the Certification**
Banking is the lifeline of all industries. A career in banking has always been associated with stability and pride. Despite being a traditional and old industry, a majority of our population does not have access to banking services. This implies an opportunity for the rapid growth of the industry for the next decade or more. With RBI taking a progressive approach and allowing new formats like small finance banks and payment banks, career opportunities in the sector are immense. The Advanced Certificate Program in Banking will build a thorough understanding of the structure, operations, and compliance aspects of the banking industry. It will equip you with hands-on knowledge of various aspects of new-age banking.

The Advanced Certificate Program in Banking will take you through an insightful journey in the following courses:
- Banking Operations and Activities
- Anti-Money Laundering
- Non-Banking Financial Companies
- Cyber Security and Fraud Management
Learning Methodology
• 120 study hours in each course
• Interactive audio-video lectures
• Pre-recorded video lectures
• Discussion forum
• Self e-learning material
• Printed text books
• Assignments, quizzes, MCQ, etc. for reinforcement
• Independent and group projects

Duration - 2 years (4 semesters)

Live Online Sessions - Weekend

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

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1. One Time University Registration Fee of ₹ 2500 is applicable during Admission
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Note
1. One Time University Registration Fee of $ 50 is applicable during Admissionn
2. Examination Fee of $ 60 per year is Applicable

Process to Enroll:

1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
MBA - General with elective in Marketing + Advanced Certificate Program in Digital Marketing & E-commerce

About the Elective
The rules of marketing have changed drastically and will continue to change as per the likes and dislikes of the consumer. Traditional marketing is rapidly being replaced with digital marketing and is being appreciated by consumers and brands. The demand for creative marketing professionals is skyrocketing as businesses are rethinking their marketing strategies and looking for bright talents to lead them. This program focuses on equipping learners with customer-centric marketing methods, based on their behavioral analysis.

Elective Highlights
• Gives you a perfect blend of marketing and general management courses
• In-depth coverage of Digital and Social media marketing methods
• Deep-dive into MarComm and Marketing Analytics
• A research project and a management thesis focusing on solving real-time problems in the field of marketing

About the Certification
According to a report by HootSuite, an average user spends almost 7 hours on the internet. The e-commerce industry is on the rise because of our changing lifestyle and acceptance of online shopping. This trend has encouraged marketers to increase their online presence in the form of e-commerce and increased ad budgets on digital advertising and marketing. But getting the maximum worth for the spend is not easy and requires special skills. This has resulted in a massive requirement for skilled professionals. The Advanced Certificate Program in Digital Marketing and Ecommerce will build a thorough understanding of the concepts of digital marketing, social media marketing, and other online advertising tools. It will equip you with the hands-on expertise of the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Digital Marketing and Ecommerce will take you through an insightful journey in the following courses:
• Digital Marketing & E-commerce Fundamentals
• Inbound Marketing - Content Marketing and Search Marketing
• Outbound Marketing - Digital Ads and Social Media Marketing
• Brand Management for E-commerce
Learning Methodology
- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self-e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus
1st Semester
- Principles of Management
- Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Business Statistics and Analytics for Decision making
- Business Environment & Ethics
- Business Communication

2nd Semester
- Marketing Management
- Corporate Finance
- Human Resource Management
- Business Research Methods
- Operations Management
- Legal Environment of Business

3rd Semester
- Corporate Strategy
- Entrepreneurship & Business Plan
- Marketing Elective 1*
- Marketing Elective II*
- Other Elective I (Could be from HR/Finance/Operations)
- Research Project

4th Semester
- International Business
- Project Management
- Marketing Elective I*
- Marketing Elective II*
- Other Elective I (Could be from HR/Finance/Operations)
- Management Thesis

*Please select any three from the options below
- Marketing Research
- Retailing Management
- Consumer Behaviour
- Sales & Distribution Management

*Please select any three from the options below
- Integrated Marketing Communications
- Advertising and Brand Management
- Services Marketing
- Digital Marketing

Duration - 2 years (4 semesters)
Live Online Sessions - Weekend

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:
For Indian National & SAARC Nations
- Semester Fee Plan: ₹25,000
- Annual Fee Plan: ₹50,000

For Foreign Students
- Semester Fee Plan: $500
- Annual Fee Plan: $1000

Note:
1. One Time University Registration Fee of ₹2500 is applicable during Admission
2. Examination Fee of ₹4000 per year is Applicable

Process to Enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us

Duration - 2 years (4 semesters)
Live Online Sessions - Weekend

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:
For Indian National & SAARC Nations
- Semester Fee Plan: ₹25,000
- Annual Fee Plan: ₹50,000

For Foreign Students
- Semester Fee Plan: $500
- Annual Fee Plan: $1000

Note:
1. One Time University Registration Fee of $50 is applicable during Admission
2. Examination Fee of $60 per year is Applicable

Process to Enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
MBA - General with elective in Marketing + Advanced Certificate Program in Data Science and Analytics

About the Elective
The rules of marketing have changed drastically and will continue to change as per the likes and dislikes of the consumer. Traditional marketing is rapidly being replaced with digital marketing and is being appreciated by consumers and brands. The demand for creative marketing professionals is skyrocketing as businesses are rethinking their marketing strategies and looking for bright talents to lead them. This program focuses on equipping learners with customer-centric marketing methods, based on their behavioral analysis.

Elective Highlights
- Gives you a perfect blend of marketing and general management courses
- In-depth coverage of Digital and Social media marketing methods
- Deep-dive into MarComm and Marketing Analytics
- A research project and a management thesis focusing on solving real-time problems in the field of marketing

About the Certification
Data is said to be the new oil. And rightly so, because if you have data and can identify meaningful patterns and trends to use as a strategy for business growth, success is definite. The data science industry in India has witnessed a growth of over 30% and is expected to grow at a similar pace in the coming years. The industry today needs managers who not only understand business and strategy but also have the ability to analyze data and use the same to devise better strategies. The Advanced Certificate Program in Data Science and Marketing Analytics will build a thorough understanding of the concepts of data science and data metrics. Digital marketing, social media marketing, and other online advertising tools. It will equip you with hands-on expertise on the various factors that drive e-commerce marketing.

The Advanced Certificate Program in Data Science and Marketing Analytics will take you through an insightful journey in the following courses:
- Introduction to Business Analytics*
- Data Visualization
- Predictive Analysis using Machine Learning
- Web and Social Media Analytics
* Includes Python for Data Science
Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

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Note
1. One Time University Registration Fee of ₹ 2500 is applicable during Admission
2. Examination Fee of ₹ 4000 per year is Applicable

Process to Enroll:
1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us

Learning Methodology
- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

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<td>3rd</td>
<td>Corporate Strategy</td>
<td>Project Management</td>
<td>Marketing Elective *</td>
<td>Other Elective I (Could be from HR/Finance/Operations)</td>
<td>Management Thesis</td>
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<td>4th</td>
<td>International Business</td>
<td>Project Management</td>
<td>Marketing Elective II*</td>
<td>Other Elective I (Could be from HR/Finance/Operations)</td>
<td>Management Thesis</td>
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*Please select any three from the options below:
- Marketing Research
- Retailing Management
- Consumer Behaviour
- Sales & Distribution Management

*Please select any three from the options below:
- Integrated Marketing Communications
- Advertising and Brand Management
- Services Marketing
- Digital Marketing

Duration - 2 years (4 semesters)

Live Online Sessions - Weekend
MBA - General with elective in Marketing + Advanced Certificate Program in Advertising and Branding

About the Elective
The rules of marketing have changed drastically and will continue to change as per the likes and dislikes of the consumer. Traditional marketing is rapidly being replaced with digital marketing and is being appreciated by consumers and brands. The demand for creative marketing professionals is skyrocketing as businesses are rethinking their marketing strategies and looking for bright talents to lead them. This program focuses on equipping learners with customer-centric marketing methods, based on their behavioral analysis.

Elective Highlights
• Gives you a perfect blend of marketing and general management courses
• In-depth coverage of Digital and Social media marketing methods
• Deep-dive into MarComm and Marketing Analytics
• A research project and a management thesis focusing on solving real-time problems in the field of marketing

About the Certification
The success of a product depends on how strong is its bonding with its target customers. The building block of this bonding is advertising and the glue that makes this bond stronger is branding. Advertising professionals and brand managers nurture the brand through the right communication and precise positioning. Skills required here include making communication decisions, channel decisions, and budgeting decisions. Career opportunities in this field have always remained lucrative and a specialized certification will always prove to be handy.

The Advanced Certificate Program in Advertising and Branding will build a thorough understanding of the concepts of advertising and brand management. It will equip you with strategies of effective brand creation, maintenance, and expansion with real-world contexts, solutions, and pitches.

The Advanced Certificate Program in Advertising and Branding will take you through an insightful journey in the following courses:
• Branding Fundamentals
• Building Brand Identity
• Creating Effective Advertisements
• Offline and Online Advertising
Fee Structure:

For Indian National & SAARC Nations

- Semester Fee Plan: ₹25,000
- Annual Fee Plan: ₹50,000

Note:
1. One Time University Registration Fee of ₹2500 is applicable during Admission.
2. Examination Fee of ₹4000 per year is applicable.

For Foreign Students

- Semester Fee Plan: $500
- Annual Fee Plan: $1000

Note:
1. One Time University Registration Fee of $50 is applicable during Admission.
2. Examination Fee of $60 per year is applicable.

Eligibility Criteria:

All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Syllabus

1st Semester
- Principles of Management and Organizational Behavior
- Marketing Management
- Accounting for Managers
- Business Environment & Ethics
- Business Communication

2nd Semester
- Marketing Management
- Corporate Finance
- Human Resource Management
- Business Research Methods
- Operations Management
- Legal Environment of Business

3rd Semester
- Corporate Strategy
- Entrepreneurship & Business Plan
- Project Management
- Other Elective I (Could be from HR/Finance/Operations)
- Research Project

4th Semester
- International Business
- Project Management
- Marketing Elective I
- Marketing Elective II
- Other Elective I (Could be from HR/Finance/Operations)
- Management Thesis

*Please select any three from the options below
- Marketing Research
- Retailing Management
- Consumer Behaviour
- Sales & Distribution Management

*Please select any three from the options below
- Integrated Marketing Communications
- Advertising and Brand Management
- Services Marketing
- Digital Marketing

Duration - 2 years (4 semesters)

Live Online Sessions - Weekend

Process to Enroll:

1. Fill the online application form and pay registration fees.
2. Submit all necessary academic-related documents online.
3. Upon approval from University, pay the program fees.
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Contact:
+91 7777030316
www.vignanonline.com
Elective Highlights
- Gives you a perfect blend of Operations and general management courses
- Covers advanced courses such as Business Intelligence, ERP, Lean & Six Sigma, and Total quality management (TQM)
- Prepares learners for a career path in operations roles across the industries
- Includes research project and management thesis focusing on solving real-time problems in the field of operations

About the Certification
Whether you buy a product from a store near you or order it online, there is an interconnected network of people, processes, and systems that have ensured you get the product at a time and place of your convenience. This entire network is referred to as managing the logistics and the supply chain. A specialized certificate in Logistics and Supply Chain Management will open up multiple avenues in your career path - ranging from purchase, inventory management, shipping, and warehousing. The Advanced Certificate Program in Logistics and Supply Chain Management will build a thorough understanding of the practices and processes being followed by companies to manage their logistics. You will take a deep dive into the world of efficient transportation using new-age technologies.

The Advanced Certificate Program in Logistics and Supply Chain Management will take you through an insightful journey in the following courses:
- Logistics and Supply Chain Management Efficiency
- Sustainable LSCM
- Strategic Supply Chain Management
- Project and Relationship Management
Learning Methodology

- 120 study hours in each course
- Interactive audio-video lectures
- Pre-recorded video lectures
- Discussion forum
- Self-e-learning material
- Printed text books
- Assignments, quizzes, MCQ, etc. for reinforcement
- Independent and group projects

Duration -
2 years (4 semesters)

Live Online Sessions -
Weekend

Syllabus

1st Semester
- Principles of Management and Organizational Behavior
- Corporate Finance
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- Other Elective I (Could be from HR/Finance/Operations)
- Research Project

4th Semester
- International Business
- Project Management
- Operations Elective I
- Operations Elective II
- Other Elective I (Could be from HR/Finance/Operations)
- Management Thesis

*Please select any three from the options below

Service Management
Supply Chain Management
Introduction to Business Analytics

*Please select any three from the options below

Innovation & New Product Development
Competitive Manufacturing Management
Predictive Analytics

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

For Indian National & SAARC Nations

| Semester Fee Plan | ₹ 25,000 |
| Annual Fee Plan   | ₹ 50,000 |

Note
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2. Examination Fee of ₹ 4000 per year is Applicable

For Foreign Students

| Semester Fee Plan | $500 |
| Annual Fee Plan   | $1000 |

Note
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Elective Highlights
• Gives you a perfect blend of Operations and general management courses
• Covers advanced courses such as Business Intelligence, ERP, Lean & Six Sigma, and Total quality management (TQM)
• Prepares learners for a career path in operations roles across the industries
• Includes research project and management thesis focusing on solving real-time problems in the field of operations

About the Elective
The responsibility of timely delivery of the highest quality products/services at profitable terms to its customers largely lies on the operations team. This could only be achieved by putting the people, processes, and technologies to their best use. Therefore, organizations worldwide are investing heavily in modernizing their operations and adopting digital practices to achieve this objective. Latest technologies like the Internet of Things, Artificial Intelligence, Data Analytics, Automation, etc. will help organizations to not only meet the expectations of their customers but exceed them.

This program will enable our learners to master the much-needed skills in business operations and systems, speed up the core business processes and at the same time maintain high standards of quality.

MBA - General with elective in Operations + Advanced Certificate Program in Project Management

About the Certification
Projects – there was a time when you would associate projects with only infrastructure and civil engineering. The definition of the project has transformed since then and every company today executes projects specific to their strategy. Project management involves determining strategies to evaluate and understand project requirements, bring required resources on board, and monitor the progress. There are over 22 million job opportunities in the field of project management over the next five years.

The Advanced Certificate Program in Project Management will build a thorough understanding of identifying and evaluating projects based on multiple factors. It will equip you with skills required to excel in the field of project management including analytical skills, team-building skills, and conflict resolution skills.

The Advanced Certificate Program in Project Management will take you through an insightful journey in the following courses:
• Lean and Six Sigma
• Project Risk Management
• Project Monitoring and Information Systems
• Project Team Building, Evaluation and Control
Learning Methodology
• 120 study hours in each course
• Interactive audio-video lectures
• Pre-recorded video lectures
• Discussion forum
• Self e-learning material
• Printed text books
• Assignments, quizzes, MCQ, etc. for reinforcement
• Independent and group projects

Duration -
2 years (4 semesters)

Live Online Sessions -
Weekend

Syllabus

1st Semester
- Principles of Management and Organizational Behavior
- Managerial Economics
- Accounting for Managers
- Business Statistics and Analytics for Decision making
- Business Environment & Ethics
- Business Communication

2nd Semester
- Marketing Management
- Corporate Finance
- Human Resource Management
- Business Research Methods
- Operations Management
- Legal Environment of Business

3rd Semester
- Corporate Strategy
- Entrepreneurship & Business Plan
- Operations Elective I
- Operations Elective II
- Other Elective I (Could be from HR/Finance/Operations)
- Research Project

*Please select any three from the options below
- Service Management
- Supply Chain Management
- Introduction to Business Analytics

4th Semester
- International Business Project Management
- Operations Elective I
- Operations Elective II
- Other Elective I (Could be from HR/Finance/Operations)
- Management Thesis

*Please select any three from the options below
- Innovation & New Product Development
- Competitive Manufacturing Management
- Predictive Analytics

Eligibility Criteria:
All the graduates (Regular/Distance/Vocational) with a minimum of 50% of marks or 5.2 CGPA in any discipline or equivalent are eligible to apply. In the case of SC/ST graduates with a minimum of 45% of marks or 4.7 CGPA in any discipline or equivalent are eligible to apply.

Fee Structure:

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- Semester Fee Plan: ₹ 25,000
- Annual Fee Plan: ₹ 50,000

Note
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For Foreign Students
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Process to Enroll:

1. Fill the online application form and pay registration fees
2. Submit all necessary academic-related documents online
3. Upon approval from University, pay the program fees
4. Learning Management System would be activated for you to kickstart your earning with us
How our System Works

At Vignan, you have the opportunity to learn and shape your future. Vignan provides you with the right support through qualified and competent faculty with rich teaching and research experience. Transparency of administration through the promotion of equal opportunities, collaborative effort, and challenging conventions make Vignan a great place for every student.

Faculty

The major strength of Vignan’s Foundation for Science, Technology, and Research (VFSTR) Deemed-to-be University is its human resources, especially the well-qualified and committed faculty. Faculty members are drawn from industry, premier academic, and research institutions that support student development. Most of our faculty at the university do doctorates poses. A unique aspect worth mentioning is that more than 25% of the faculty holds from reputed institutions like Business Schools, Central Universities etc.

To keep themselves abreast of the emerging trends in the industry and research, faculty members participate in national/international conferences, seminars, training programs, etc. Conferences and workshops are conducted on campus every year to attract experts from frontier areas.

Well planned Academic Schedule

The Academic Calendar is planned well in advance, well before the commencement of the course work, with fixed dates for opening and closing of instruction, public holidays, examination schedules, and co-curricular activities. Lecture schedules indicating day-wise-plan of course coverage are distributed to students. The Course Monitoring Committee (CMC) of each department ensures that the course work is carried out as per the planned schedule.

Case-Based Method

Students gain hands-on experience on theory learned through case laws. While going through the stages of data collection, compilation, analysis, and inference, students enhance their competencies like communication, critical thinking, management, and interpersonal skills.

Continuous Evaluation System

Vignan believes that the efficacy of teaching-learning depends upon effective evaluation systems. All the facets of the students are tested through a comprehensive evaluation by assignments, group discussions, problem-solving assessment, quiz, seminar sessions, and regular examinations. It takes students away from the traditional learning system and enables them to apply the skills learned. It indirectly enhances the students’ learning potential.

Information Management System

Automation of student information systems enables close monitoring of student performance, attendance and helps in passing on the same information to parents. The information managed through this process is used for generating category-wise result analysis, credit reports, total marks scored by the students of a particular year, section-wise and branch-wise. The system also enables the college administration to monitor student-related matters effectively. Several committees oversees the effective functioning of the above services.
Career Advancement Services

Our career advancement services team works tirelessly to connect our students with the right job opportunities. With years of experience in training, networking, and human resourcing skills, the team finds exciting and challenging job opportunities for our students in companies of repute through a structured framework.

Mentorship
- Online Mentoring Sessions on weekends
- Doubt Clearing Sessions with faculty during Live Classes and Discussion Forums

Career Guidance
- Dedicated Corporate Relations Team to guide you on the right career path
- Online Sessions on resume writing, personal branding on social media, interview preparation, and setting career goals
- Live Online Sessions over weekends from Top Industry Professionals