

Media Release

IGNOU's flagship MBA programme comes in a new avatar

IGNOU was established by an Act of Parliament in 1985. Now, it is the largest mega open-university in the world, in terms of enrollment. The university has recently achieved an A++ accreditation from NAAC. IGNOU is popularly known as people's university for its constant strive to reach the unreached and providing high quality education at the door step of the learners across India as well as foreign countries. One of its flagship programmes is Master of Business Administration (MBA), known to almost all prospective learners and employers. The alumni list of this flagship programme is very robust, which gives a boost to the university to deliver the programme meticulously and with emphasis on quality. Recently, in another landmark development, the MBA programme of IGNOU received the AICTE recognition.

Giving details of the restructured MBA Programme, Prof. Nayantara Padhi, Programme Coordinator (MBA), School of Management Studies, IGNOU shared "In order to meet the industry as well as employment market requirements, the management faculty has completely restructured the MBA programme. The restructuring was done with the involvement of some of the top academicians from premier management institutions and practitioners, keeping in view the AICTE model curriculum".

Following are few snapshots about the MBA programme:

1. MBA programmes offered by IGNOU are AICTE recognized programmes. These are at par with the MBA programmes offered by conventional universities and MBA institutes of repute.
2. The university offers the MBA programme in five specializations: Human Resource Management, Financial management, Operations Management, Marketing Management and Services Management. These programmes are offered both in distance and online modes.
3. Admissions to these programmes are quite easy as there is no need to qualify any entrance examination. Any graduate (minimum 3 years duration) with 50 % marks (45 % for reserved category) can directly join the programme. There is no requirement of prior experience either.
4. Duration of the programme is minimum 2 years and maximum up to 4 years. The programme is offered semester wise and each of the four semesters has got seven courses. The total credits of the programme are 116.
5. Course fees are very affordable i.e. Rs. 15500 per semester.
6. The learners get the benefit of counseling from academic counselors spread across the country. They can access the electronic course materials, as well as the printed ones. Apart from these, they can watch interactive video lectures through the GyanDarshan channel and listen to interactive lectures through FM channel (Gyan Vani).
7. All the courses have been completely revised and are up-to-date with the latest theories, facts and figures.
8. The programme is structured in such a way that it is beneficial to fresh graduates for getting employment, while working professionals get the benefit of value addition in terms of knowledge & application of the same. It is an attractively designed programme, when it comes to life-long learning.

All the information about the programme is available at:

For MBA through distance mode – <http://ignou.ac.in/userfiles/MBA%20Student%20Handbook%20and%20Prospectus.pdf>

For MBA through online mode –

<http://ignou.ac.in/userfiles/MBA%20Online%20Prospectus.pdf>

The last date for admission to the MBA programme is 9th September, 2022. The link for admission-

For MBA through distance mode- <https://ignouadmission.samarth.edu.in/>

For MBA through online mode – <https://ignouiop.samarth.edu.in/>