



Master in Business Administration (MBA)

Executive Programme

2025-27

Campus Address

DLF-Phase III, Sector-24

Gurugram-122010 (Haryana)



हरियाणा केन्द्रीय विश्वविद्यालय

Central University of Haryana

NAAC ACCREDITED 'A' GRADE UNIVERSITY

Jant-Pali, Mahendergarh (Haryana) Pin: 123031

Vision

To develop enlightened citizenship of a knowledge society for peace and prosperity of individuals, nation and the world, through promotion of innovation, creative endeavours, and scholarly inquiry.

Mission

To serve as a beacon of change, through multi-disciplinary learning, for creation of knowledge community, by building a strong character and nurturing a value-based transparent work ethics, promoting creative and critical thinking for holistic development and self-sustenance for the people of India. The University seeks to achieve this objective by cultivating an environment of excellence in teaching, research and innovation in pure and applied areas of learning.

Blueprint & the Roadmap for Future

To put the institution on a high growth trajectory for achieving excellence in academics, research and innovations, University leadership has charted out the holistic roadmap to be pursued in the coming years.

Important Information

Important Dates	
Application Link	https://cuhadm.samarth.edu.in
Last date of Receipt of Online Application	24 th September 2025
Selection Process	Personal Interview
Commencement of the Programme	15 th October 2025



From the desk of Hon'ble Vice Chancellor

Central University of Haryana which has been awarded 'A' grade by the National Assessment and Accreditation Council (NAAC), is continuously developing its capabilities. The university is on the path of development with new thinking, mutual cooperation and partnership. The university is making special efforts for the education of the students as well as for skill development and placement. For this, the facility of Training and Placement Centre has also been developed in Gurugram.

CUH is moving ahead keeping the goal of all round development of the students at the centre. The University is engaged in research, research-innovation, skill development as well as developing opportunities for employment generation. The University is striving to develop necessary modern facilities for the students in the field of higher education. In the direction of successful implementation of National Education Policy-2020, the university is moving ahead in a planned manner and for skill development and employment generation of the students, the university is working at the micro level through special training and placement centres. CUH is moving towards realizing the dream of Self-reliant India, Saksham Bharat & Strong India as shown by Prime Minister Shri Narendra Modi.

The MBA Executive program is the reflection of our concern for the working professionals of India who are untiringly contributing to the GDP and economic growth of the country with their hard and persistent efforts. The program will open the door for the professional development of the individuals who possess required vigour and commitment for the individual well-being and for the well-being of the nation.

Jai Hind.

- Prof. Tankeshwar Kumar

Information About CUH

Central University of Haryana is one of the fifteen new Central Universities established by Ministry of Human Resource Development, Government of India (GoI) in XI Five Year Plan (2007-2012) under the Central University Act-2009 of the Parliament.

The University has been accredited with 'A' Grade in the second cycle of NAAC assessment and accreditation conducted in August 2023. The University has been listed among the top 150-200 Universities in NIRF ranking. The University is fully funded by the University Grants Commission (UGC). Permanent Campus of the University is situated in 484 acres of land at Jant-Pali Villages, Mahendergarh district of Haryana from where CUH is running its academic operations. Presently the University offers 86 academic programmes (UG/PG/Research).

The objective of the University

- To disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit.
- To make special provisions for integrated courses in humanities, social sciences, science and technology in its educational programmes.
- To take appropriate measures for promoting innovations in teaching-learning process and inter-disciplinary studies and research.
- To educate and train manpower for the development of the country.
- To establish linkages with industries for the promotion of science and technology.
- To pay special attention to the improvement of the social and economic conditions and welfare of the people, their intellectual, academic and cultural development.

About Department of Management Studies

The Department of Management Studies was established in the year 2010 under the School of Law, Governance, Public Policy & Management starting with two years' full time programme of Master of Business Administration i.e. MBA programme. At present the intake of MBA programme is 50 with reservation as per the Govt. policy. At present three specialisations are being offered to the students in i.e. areas of Finance, Marketing and Human Resource.

The Department is presently running following academic programmes:

1. Master of Business Administration (MBA)
2. Ph.D.(Management)

Programme Faculty:

The University has a qualified and experience Faculty with specialization in diverse areas such as Marketing Management, International Financial Management, Economics and Policy, Marketing of Services, Brand Management, Business Practices and Strategies, Cross Cultural Management, Negotiations, Project planning and executions, Financial Reporting& analysis etc.

Visiting Faculty:

The Management Department also draws on expert guest faculty comprising specialists from corporates, research institutions, leading business schools and foreign universities.

MBA – Executive Programme

The MBA-Executive Programme is designed to cater the educational and developmental needs of the working professionals. The programme is designed in a way that will add leadership and managerial flair to the individuals which in turn will help them to attain and justify the higher positions in their respective fields.

Furthermore, the corporate sector will be benefited with the presence of skilled professionals with flair of sound managerial acumen and leadership traits. The programme will provide sufficient exposure to the professionals with senior academic brains and industry experts and the same will act as catalyst in bringing change to the personality and skill set of the existing workforce.

Objectives

The goal of the Program is to offer professional knowledge and expertise in contemporary management strategies for managing company operations in a highly competitive and dynamic atmosphere. The specific objectives of the Programme are:

- To equip the participants to handle challenges in the dynamic and competitive business world
- To enhance the analytical and decision making abilities of the participants.
- To prepare individuals for assuming top management positions by developing scientific temperament and sound inter-personal skills.
- To develop the skill of innovative ideation, initiation and independent execution.
- To strengthen the individual psychological make-up by developing receptivity, adaptability, responsiveness and sense of ownership towards all the stake holders of the society.

In nutshell the programme will address all the personal and professional goals related needs of the executives and benefit the corporate world with ensured supply of highly trained and competent work force able to realize the individual and organizational goals.

Course Structure

The Course Structure of MBA Weekend Programme (to be taught in Four Semesters)

S. No	Course Title	S. No	Course Title
1.	Financial Accounting	7.	Human Resource Management
2.	Managerial Economics	8.	Marketing Management
3.	Business Research Methods	9.	Corporate Finance
4.	Management Process and Organisational Behaviour	10.	Sustainable Operations Management
5.	IT tools for Managers	11.	Management Accounting for Decision Making
6.	Corporate Ethics and Governance	12.	Entrepreneurship Development

Proposed Elective Courses

Elective Courses: Finance

S. No	Course Title	S. No	Course Title
1.	Security Analysis and Portfolio Management	7.	Project Appraisal and Financing
2.	Management of Financial Services	8.	Derivatives Management
3.	Corporate Governance	9.	International Finance

4.	Financial Reporting	10.	Financial Statement Analysis and Decision Making
5.	Financial Analytics using SPSS and R	11.	Fin-tech and Sustainable Finance
6.	Operations of Banking and Insurances	12.	Merger and Acquisition

Elective Courses: Marketing

S. No	Course Title	S. No	Course Title
1.	Consumer Behaviour	7.	Integrated marketing communication
2.	Marketing of Services	8.	Digital Marketing
3.	Customer Relationship Management	9.	Retail and Supply Chain Management
4.	Rural Marketing	10.	Sustainable Marketing Practices
5.	Product and Brand Management	11.	Marketing Analytics
6.	Sales and Distribution Management	12.	Global Marketing

Elective Courses: Human Resource Management

S. No	Course Title	S. No	Course Title
1.	Employee Legislation And Relation	7.	Human Resource Analytics
2.	Performance Management and Competency Mapping	8.	Cross Cultural Management
3.	Compensation Management	9.	Talent and Acquisition
4.	Training and Development	10.	Leadership and Team Dynamics
5.	Organisational Changes and	11.	Diversity and Inclusion

	Design		
6.	Negotiation and Grievance Management	12.	Emotional Intelligence and Managerial Effectiveness

Note: Course Structure is subject to revision on the basis of industry needs

Other Components:

1.	Industrial Visits*
2.	Research Project
3.	Comprehensive Viva at the end of Semester II& IV

*Participants will have to make their own travel & stay arrangements for the industrial Visit.

Methods of Instruction:

The faculty members from other department of CUH will be involved in the teaching of various courses of the Programme. The teaching methods used in the Programme includes formal lectures followed by discussions, case studies, group discussions, computer stimulations & exercises and collateral readings. In addition to classroom activities, seminars and workshops, involving industry experts, are organized as a part of the learning process. Throughout the Programme, participants are encouraged and given opportunity to involve in course work in order to bring about a greater effectiveness of the teaching-cum-learning process.

Class Room and Facilities:

The facilities available on the campus include, fully air- conditioned lecture halls with modern audio-visual aids, conference halls for round-table conferences.

Note: All classes and Examination will conduct at DLF-Phase III, Sector-24Gurugram-122010 (Haryana) in physical mode only.

Course Fee & Other Charges:

The total course fee for two years Rs. 2,00,000/- including examination fee only. The course fee may be deposited year wise also.

Examination and Award of Degree:

Detailed evaluation system will be given to the students in the Handbook of Information to be provided at the time of Registration. Participants successfully completing the Programme will be awarded MBA Degree. The participants of MBA executive programme can complete the programme in four years from the date of his/her registration. Criteria of evaluation will be indicated in detail in the Course Outlines to be provided to the participants at the beginning of each trimester. The exit option from programme will be governed by the CUH guidelines which will be communicated to students after due approval of Competent Authority.

Selection Procedure:

Applicants can register themselves for admission to MBA Executive by filling up the online application form, by visiting the CUH website:

<https://cuhadm.samarth.edu.in>

The selection criteria for the MBA Executive programme 2025-27 on the basis of Personal Interview.

Notes:

- Reservation will be followed as per the Government of India policy.
- All claims of qualification, experience, reservation, grade conversion, etc. have to be justified with appropriate supporting documents.
- The candidates shall be required to produce their original certificates and mark sheets at the time of admission.

Eligibility Conditions for MBA Executive Programme:

- Candidates applying for admission to the two-year MBA Executive programme must have pursued at least a three-year Bachelor's Degree programme after twelve years of formal schooling having secured minimum 50% (45% for SC/ST) aggregate marks or equivalent grades in any of the disciplines such as Arts, Commerce, Social Sciences, Law,

Sciences, Mathematics/ Statistics, Medicine, Engineering, Technology or any other relevant discipline.

- Additionally, she/ he should have at least two years of experience in a commercial/government establishment/registered organization after passing the Bachelor's degree examination. Experience shall be determined as on the last date application form for admission. The period of experience will be counted only from the date of passing of the Bachelor's degree.
- Candidates should produce a "No Objection Certificate" to pursue the programme from his/her present employer.
- In case applicant is self-employed he/she should produce at least two year ITR for the experience.
- 50% Attendance in classes in physical mode is compulsory.

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