



eDIGIlearn

About Us

WE ARE

India's Fastest Growing EdTech

We are the youngest and the fastest growing higher education platform in India. It offers more than 150+ programs for working professionals and enterprises.

Partnered with more than 20+ universities from India and abroad to offer diplomas, undergraduate, postgraduate and research programs through Hybrid mode that offers flexibility for learners/working professionals to upgrade their skills at own convenience and without effecting their work schedules.

- ➔ UGC/AICTE Recognized Degrees
- ➔ Online Classes
- ➔ Globally Accredited Curriculum
- ➔ Free Career Support Services
- ➔ Hassle free Process
- ➔ International Certifications



#MY LEARNING MY WAY



Eminent Faculties

Engage with experts using interactive, technology-enabled virtual classrooms



Anytime Learning

Gain from recorded lectures, programme handouts, and recorded lab content



Industry Endorsed

Co-Developed Co-Designed Co-Delivered by Industry Experts



Experiential learning

It allows learners to apply concepts learnt in classroom in real work situations



Virtual Labs

Access Virtual Lab to learn and apply fundamental and industrial concepts



24by7 Support

On-demand real-time technical and remote support to help learners



Continuous Assessment

Progress is evaluated throughout the programme



Self Learning

Support through Comprehensive Self Learning Materials

Our Alumni Work At



OLA



Myntra



Flipkart



ESPN

amazon.com

accenture



torrent
POWER

SYNTEL
Consider IT Done

R
SYSTEMS
Caring - Innovating - Transforming

Infosys

Student Experience

Interactive and Engaging E-classes



- Highly interactive and engaging sessions by distinguished professors
- Ask questions, and involve with professors and peers in e-classroom
- Explore experiential learning that allows learners to apply concepts learnt in classroom in simulated and real work situations

Flexible Learning at Ease



- Learners can access engaging learning materials at their own pace and convenience which includes recorded lectures from faculty members, course handouts and recorded lab content.
- Access study material and on-demand videos at any time, at your convenience
- Regularly test your knowledge with practice assignments and assessments

Online Mentoring



- Navigate the virtual learning journey with programme mentors
- Exchange ideas and opinions with professors and counsellors
- Get help and support at any point, for any issue

Industry Insights and Exposure



- Insights from industry experts through Industry Expert Connect, Expert Speak, and Online webinar series
- Learn the fundamentals and how to apply them to real-world environments
- Attend industry talks and events and broaden your worldview.

Sample Programme Structure

Bachelor of Business Administration

B.B.A

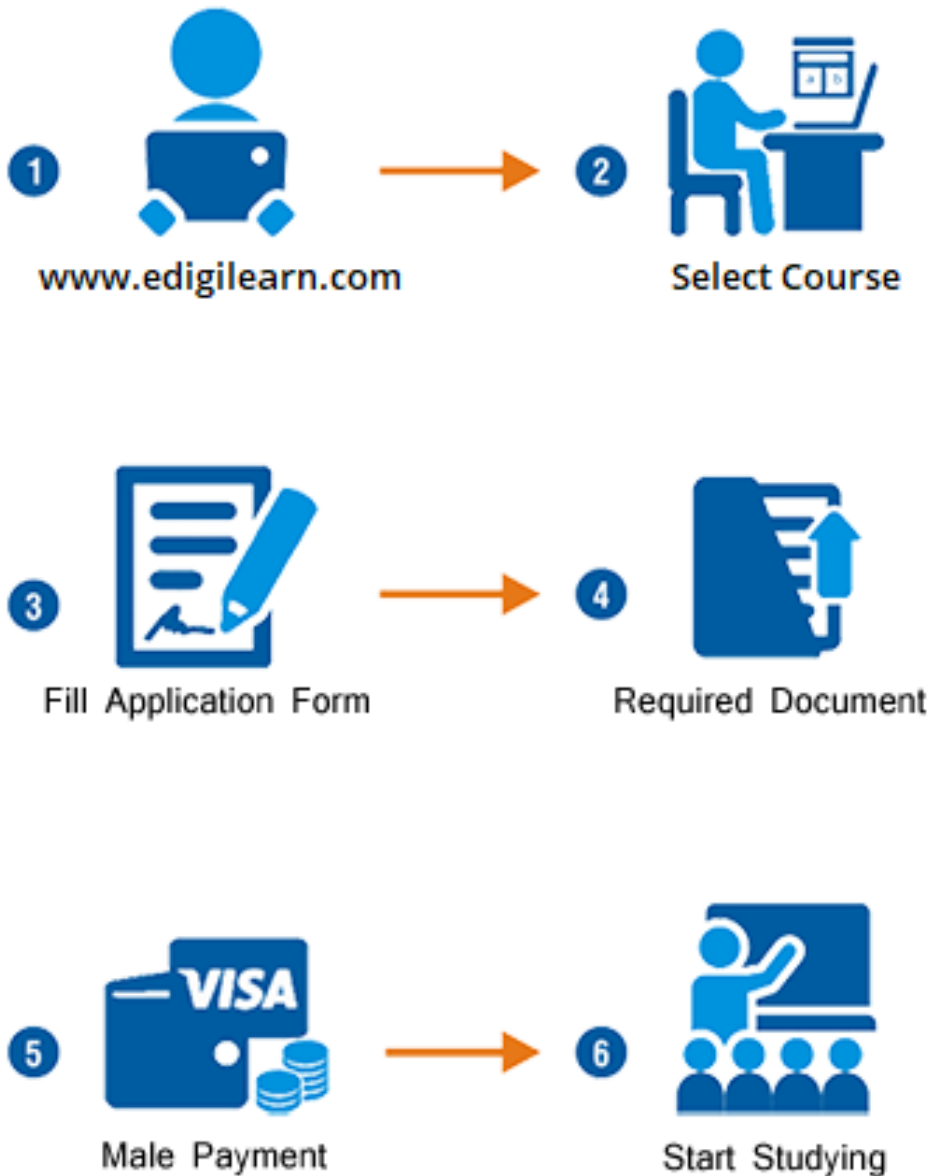
	Subject Code	Subject Name	Credits
SEMESTER I	MGO-1101	Principals of Management and Organizational Structure	4
	MGO-1102	Business Statistics	4
	MGO-1103	Financial Accounting	4
	MGO-1104	Principles of Marketing	4
	MGO-1105	Computer Applications in Business Management	4
TOTAL			20
SEMESTER II	MGO-1201	Cost and Management Accounting	4
	MGO-1202	Legal Aspects of Business	4
	MGO-1203	Business Environment	4
	MGO-1204	Retail Management	4
	MGO-1205	Indian Economy	4
TOTAL			20
SEMESTER III	MGO-2101	Human Resource Management	4
	MGO-2102	Business Research	4
	ELECTIVE SUBJECT		4
	MGO-2104	Personality Development and Communication Skills	4
	MGO-2105	Quantitative Techniques	4
TOTAL			20
SEMESTER IV	MGO-2201	Business Policy & Strategy	4
	MGO-2202	Financial Management	4
	MGO-2203	Organizational Theory Design and Development	4
	MGO-2204	Macroeconomics	4
	ELECTIVE SUBJECT		4
TOTAL			20
SEMESTER V	MGO-3101	Advertising and Brand Management	4
	MGO-3102	Tax Planning	4
	ELECTIVE SUBJECT		4
	ELECTIVE SUBJECT		4
	MGO-3100	Summer Internship Project	4
TOTAL			20
SEMESTER VI	MGO-3201	Digital Marketing	4
	MGO-3202	Marketing of Services	4
	ELECTIVE SUBJECT		4
	ELECTIVE SUBJECT		4
	MGO-3200	Dissertation	4

SPECIALIZATION						
	Business Analytics				Retail Management	
Third SEM	MGO-2106	Web Analytics		Third SEM	MGO-2126	Principles of merchandising
Fourth SEM	MGO-2206	Programming for Analytics		Fourth SEM	MGO-2226	Retail Store Operations
Fifth SEM	MGO-3106	Big Data Analytics and Mining		Fifth SEM	MGO-3126	Retail Logistics Management
Fifth SEM	MGO-3107	Business Intelligence		Fifth SEM	MGO-3127	Store Display and Visual Merchandising
Sixth SEM	MGO-3206	Data Preparation		Sixth SEM	MGO-3226	Mall Operations Management
Sixth SEM	MGO-3207	Data Management		Sixth SEM	MGO-3227	Retail Distribution Management
	Aviation Management				Digital Business	
Third SEM	MGO-2116	Airport Customer Services		Third SEM	MGO-2136	Understanding Digital Marketing
Fourth SEM	MGO-2216	Aviation Marketing		Fourth SEM	MGO-2236	Web Design & Development
Fifth SEM	MGO-3116	Aviation Safety and Security		Fifth SEM	MGO-3136	Social Media Marketing
Fifth SEM	MGO-3117	Ground Handling Operations		Fifth SEM	MGO-3137	Digital Media Laws
Sixth SEM	MGO-3216	Airport Capacity Management		Sixth SEM	MGO-3236	Content Marketing
Sixth SEM	MGO-3217	Travel Agency & Tour Operations		Sixth SEM	MGO-3237	Search Engine Optimization

ADVANTAGES



Process for Admission



eDIGIlearn

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