



Online Education Programs - www.kukonline.in

KURUKSHETRA UNIVERSITY



- Website : www.kukonline.in
- Location : Kurukshetra, Haryana, 1956
- Education Mode: Online
- Recognitions:
 - State Government University
 - UGC, AIU, DEB, AICTE recognised
 - WES (US, UK, Australia & Canada)
 - NAAC 'A+'
 - NIRF (Band 101 - 150)
 - Placed at **8th** position amongst the State Universities of the country in **Category-I** by MHRD.

Courses Offered - Online Mode



Programs and Eligibility

Program	Duration	Eligibility	Total Fees	NRI Fees
BA	3 Years	12th Pass from Recognized Board	64,200/-	1,44,00/-
B Com	3 Years	10+2 or 10+3 from recognised board	64,200/-	1,44,000/-
MBA	2 Years	Any Graduate from Recognized University	1,61,000/-	2,00,000/-
MCA	2 Years	Any Graduation having 50% (General) & 47.5% (SC/ ST/ Physically disabled). For students with no mathematics and computer science at 10+2 or UG level compulsory bridge course has to be done as per the norms of the University	1,21,000/-	1,76,500/-
M Com	2 Years	B Com or any Graduate from Recognized University and having Economics and/OR Maths Exam from Kurukshetra	48,000/-	96,000
MA (Mass Communication)	2 Years	Any Graduate from Recognized University	48,000/-	96,000/-

For Recognized Board of Education to check <https://www.cobse.org.in/> while for Polytechnic Diploma check the respective State Board of Technical Education.

Tuition Fee Structure

Course	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Total
BA	11000/-	9,000/-	9,000/-	9,000/-	9,000/-	9,000/-	56,000/-
B Com	11000/-	9,000/-	9,000/-	9,000/-	9,000/-	9,000/-	56,000/-
MBA	40000/-	38,000/-	38,000/-	38,000/-	-	-	1,54,000/-
MCA	30000/-	28,000/-	28,000/-	28,000/-	-	-	1,14,000/-
M Com	11000/-	10,000/-	10,000/-	10,000/-	-	-	41,000/-
MA	11000/-	10,000/-	10,000/-	10,000/-	-	-	41,000/-

"Student Needs to submit a non-refundable **Registration Fees of Rs. 1000/- to start the Admission Process(inclusive of total fees)"**

Note:-Exam Fees Extra (UG- 1,200/- per Sem & PG 1,500/- per Sem) Exam Reappear – 500/- per subject

Fee Structure for PG Programs

MBA	Sem 1	Sem 2	Sem 3	Sem 4	Total
Reg Fees	1,000				1,000
Program Fees	40,000	38,000	38,000	38,000	1,54,000
Exam Fees	1,500	1,500	1,500	1,500	6,000
Total	42,500	39,500	39,500	39,500	1,61,000

MCA	Sem 1	Sem 2	Sem 3	Sem 4	Total
Reg Fees	1,000				1,000
Program Fees	30,000	28,000	28,000	28,000	1,14,000
Exam Fees	1,500	1,500	1,500	1,500	6,000
Total	32,500	29,500	29,500	29,500	1,21,000

Fee Structure for PG Programs

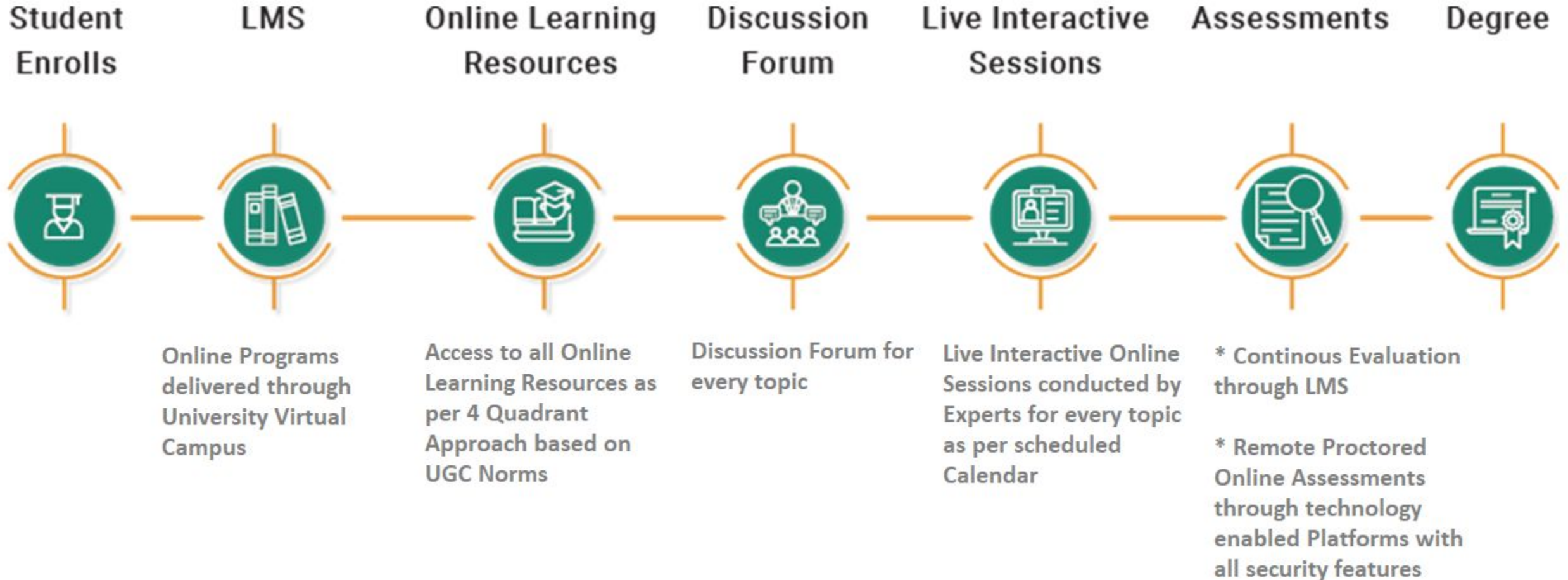
M.Com	Sem 1	Sem 2	Sem 3	Sem 4	Total
Reg Fees	1,000				1,000
Program Fees	11,000	10,000	10,000	10,000	41,000
Exam Fees	1,500	1,500	1,500	1,500	6,000
Total	13,500	11,500	11,500	11,500	48,000

MA (Mass Comm.)	Sem 1	Sem 2	Sem 3	Sem 4	Total
Reg Fees	1,000				1,000
Program Fees	11,000	10,000	10,000	10,000	41,000
Exam Fees	1,500	1,500	1,500	1,500	6,000
Total	13,500	11,500	11,500	11,500	48,000

Learning Methodology



Program Overview



Assessment



Examinations

		(25% - 75%)	
Continuous/ Internal Evaluation Pattern (200 Marks)	12.5% (100 Marks)	12.5% (100 Marks)	
	Objective (date deadline)	Objective (date deadline)	
	50 MCQs (2 M each)	50 MCQs (2 M each)	
Final Semester Examination Pattern (75 Marks)	MCQ (54 Marks)	Subjective (21 Marks)	
	54 Qs (1 M each)	3 Qs (7 M each)	
	150 minutes		
Passing	UG - 40% PG - 40%		

Semester End Examination

- The semester end examinations have 75% weightage.
- Based on the academic calendar of the university, the exam form would be opened through the website.
- The university controller of exams declares the exam date sheet (Timetable) for every subject based on various programs offered by the university.
- Examinations will be conducted tentatively in the month of January & July. This is subject to UGC notification on every admission batch last date for enrollment. The final dates would be communicated to students well in advance.
- Students would be filling the online exam form for the Slot Booking Process through the University website. The student selects the date, slot time and subject while filling the online exam form.
- The Controller of Examination would publish the exam notification with the dates for each subject. The student would get 3 online exam time slots on each day to complete the said exams.
 - 10 am to 12 pm**
 - 12.30 pm to 2.30 pm**
 - 3 pm to 5 pm**

Admission and Registration Process



Filter

List

10356847- Prospect KUK Lead |

Lead Status: Prospect

Counsellor: Durgesh

Last Updated: 15-Nov-2022

Lead Information

First Name * Prospect

Middle Name KUK

Last Name * Lead

Contact No. * 81###5678#

Alternate Contact No.

Email ID * pr****tk*k@gmail.com

Date Of Birth 15-NOV-2022

Gender * Male Female Other

Country * India

State * Maharashtra

City * Pune

Pincode

Correspondence Address * pune

Permanent Address

Origin

Source * KUK

Media * Miscellaneous

Referrer Details

Referrer Lead ID

Referrer Name

Education & Work

Highest Qualification * Higher Secondary/10+2

Years Of Experience

Course Information

University * Kurukshetra University

Course Types * UG

Course * BA

Session * July22

Action & Disposition

Status * Prospect

Status Details * Documents & Payment Pending, W...

IP Generated On * 15-11-2022

Expected Follow Up * 15-11-2022

Time * 07:30 PM

Enter your Remark for Future Reference

Prospect KUK Lead | KUK | BA

Filter List 10356847- Prospect KUK Lead | Lead Status: Prospect Counsellor: Durgesh Last Updated: 15-Nov-2022

Search input field with magnifying glass icon

Prospect KUK Lead | KUK | BA

Lead Information

First Name * Prospect

Middle Name KUK

Last Name * Lead

Contact No.* 81###5678#

Alternate Contact No.

Email ID * pr****k*k@gmail.com

Date Of Birth 15-NOV-2022

Gender * Male Female Other

Country * India

State * Maharashtra

City * Pune

Pincode

Correspondence Address * pune

Permanent Address

Origin

Source * KUK

Media * Miscellaneous

Referrer Details

Referrer Lead ID

Referrer Name

Education & Work

Highest Qualification * Higher Secondary/10+2

Years Of Experience

Course Information

University * Kurukshetra University

Course Types * UG

Course * BA

Session * July22

Action & Disposition

Status * Prospect

Status Details * Documents & Payment Pending, W...

IP Generated On * 15-11-2022

Expected Follow Up * 15-11-2022

Time * 07:30 PM

Enter your Remark for Future Reference



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act XII of 1956)
(A⁺ Grade, NAAC Accredited, Category-I University)

Welcome!

Kurukshestra Student Online Application Portal

Sign in to start Application Process

 Enter You registred Email ID

 Enter your registred mobile Number

Sign in

Student will be redirected from his mail (received from university) to Registration portal on Kurukshestra University Website



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act 301 of 1956)
(A* Grade, NAAC Accredited, Category I University)

Step 1

Enter your personal information to get closer to Admission.

1 Personal Information

2 Course Information

3 Contact Information

4 Education History

5 Photo & Signature

Personal Information

Enter your personal information to get closer to Admission.

First Name

Middle Name

Last Name

Father Name

Mother Name

Female

Date Of Birth

Phone number

E-mail Address

Category : General SC ST OBC PH Others

Next Step



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act 303 of 1956)
(A* Grade, NAAC Accredited, Category-I University)

Step 2

Get to know better by adding your Course Information

1 **Personal Information**

2 **Course Information**

3 **Contact Information**

4 **Education Hisotry**

5 **Photo & Signature**

Course Information


Select Course and Fee Plan

BA	▼	July22	▼
Indian National	▼	Installment	▼

Pay Application Fees **Rs. 1000.00** *Non Refundable


Back	Pay now
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PAYMENT MODE

 **Debit Card**

 **Net Banking**

 **Pay Using UPI ID/VPA**

 **Credit Card**

Debit Card

Debit Card Number CVV / 

Name On Card

Bank Name

Please Note: If your credit or debit card has not been used for ecommerce transactions, it will be blocked by your bank for all online transactions as per RBI notification effective March 16,2020. In case your transaction is failing,please contact your card issuing bank to enable your card for online transactions.

Billing Details

Amount Payable

₹ **1000.00**

TALENTEGE - NXT

Transaction Id : 933422

**Merchant :** REGISTRAR ANDHRA UNIVERSITY SDE ONLINE PROGRAMMES

28/07/2022 11:07:214

Payment Mode

Net Banking

Debit Card

Credit Card

UPI

Transaction ID	220728126385399
Amount	Rs. 500
Convenience Fee	Rs. 0.00
GST	Rs. 0.00
Total Bill Amount	Rs. 500.00

Mobile No : Email ID : Payer Name : VPA : [Verify](#)

*Please provide the mobile number for transaction communication & viewing transaction history.

 VPA QR Code

Proceed Now

Cancel





Step 2

Enter your personal information to get closer to Admission.

- 1 Personal Information
- 2 Course Information
- 3 Contact Information
- 4 Education Hisotry
- 5 Photo & Signature

Course Information

Select Course and Fee Plan

M.Com	July22
Indian National	Installment

Pay Application Fees **Rs. 1000.00** *Non Refundable

Payment Successful.

[Back](#) [Next Step](#)



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act 30 of 1956)
(A* Grade, NAAC Accredited, Category I University)

Step 3

Get to know better by adding your Educational History

- 1 Personal Information
- 2 Course Information
- 3 Contact Information**
- 4 Education Hisotry
- 5 Photo & Signature

Contact Information

Enter your Address for academic communication and delivery of assets.

Select Document

Aadhaar Card

9876543211

*Note : Aadhar Card Number is preferred option for linking your certifications in Govt Record

Address line 1

xyz

Address line 2

Pune

India

Maharashtra

Pune

Postal code

411015

Back

Next Step



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act VIII of 1954)
(A* Grade, NAAC Accredited, Category 1 University)

Step 4

Help companies get to know you better by telling them about your past experiences.

1 **Personal Information**

2 **Course Information**

3 **Contact Information**

4 **Education History**

5 **Photo & Signature**

Educational History

Enter your Educational History

Have you ever been debarred by any University/Board : Yes NO

Details of Previous Examination Passed From Other University

Level	Board / University	Program	Year of Passing	Percentage	Division
10th Std	Goa Board	SSC	2002	78	Goa
12th Std.	12th Board Nam	HSSC	2004	79	Goa
Graduation	Goa University	BSC	2007	79	Goa
Post Graduation	Pune University	MBA HR	2016	89	Pune

Back

Next Step



KURUKSHETRA UNIVERSITY, KURUKSHETRA
(Established by the State Legislature Act 303 of 1956)
(A* Grade, NAAC Accredited, Category: J University)

Step 5

Add your profile picture and let companies find you fast.

- 1 Personal Information
- 2 Course Information
- 3 Contact Information
- 4 Education History
- 5 **Photo & Signature**

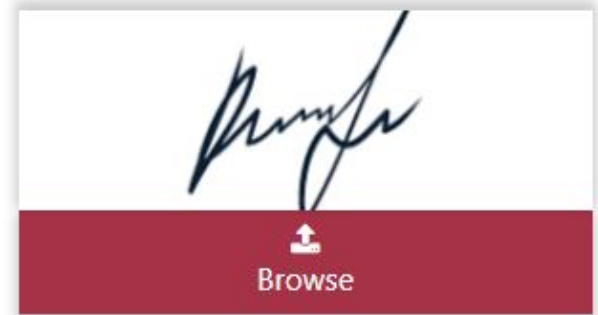
User Profile

Upload your profile picture and signature of yourself.

Please select Photograph image (*only .jpg and .png)



Please select Signature image (*only .jpg and .png)



Back

Submit

profile

its

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
5th Year/Sem Marksheet	No		-		<input type="checkbox"/>	



Submit Application



Document

PR Prospect KUK Lead

👤 Student profile

📁 Documents

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
		📄				
Promo Offer PDF/JPG/JPEG/PNG	No	📄	-		<input type="checkbox"/>	
S.S.C. / 10th Marksheet PDF/JPG/JPEG/PNG	No	📄	-		<input type="checkbox"/>	
S.S.C. / 10th Passing Certificate PDF/JPG/JPEG/PNG	No	📄	-		<input type="checkbox"/>	
Undertaking Document * PDF/JPG/JPEG/PNG	No	✓	📄	👁️ 🗑️	<input type="checkbox"/>	
Voters ID PDF/JPG/JPEG/PNG	No	📄	-		<input type="checkbox"/>	








Submit Application

Document

Student profile

Documents

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			<input type="checkbox"/>	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
5th Year/Sem Marksheet	No		-		<input type="checkbox"/>	



[Re-Submit Application](#)

Upon document rejection from University, student portal display



- Student profile
- Documents

Upon successful document verification, student gets to Pay Fees

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			<input checked="" type="checkbox"/>	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		<input type="checkbox"/>	
5th Year/Sem Marksheet	No		-		<input type="checkbox"/>	





Student profile

Documents

Fees



Fees

FEE PLAN
Installment

DUE AMOUNT
11000

DUE DATE
14-Nov-2022

Pay Now

COURSE FEE
56000

0%

FEES PAID
₹ 1,000

0%


BALANCE AMOUNT
₹ 55,000

100%

Instalment Details

NO	PAYMENT HEAD	DUE DATE	INST. AMOUNT	PAID AMOUNT	DUE AMOUNT	BAL AMOUNT	TRNSACTION ID
1	Down payment	14-Nov-2022	₹ 11,000	₹ 0	₹ 11,000	-	
2	Course fees (Installment,EMI,Downpayment	14-May-2023	₹ 9,000	₹ 0	₹ 9,000	-	

PAYMENT MODE

 Debit Card

 Net Banking

 Pay Using UPI ID/VPA

 Credit Card

 EMI

Debit Card

Debit Card Number CVV / 

Name On Card

Bank Name

Please Note: If your credit or debit card has not been used for ecommerce transactions, it will be blocked by your bank for all online transactions as per RBI notification effective March 16,2020. In case your transaction is failing,please contact your card issuing bank to enable your card for online transactions.

Billing Details

Amount Payable

₹ **11000.00**

TALENTEGE - NXT

Transaction Id : 20763

BA Program Structure

Semester 1

English 1

Economics 1

Sociology 1

English Communication

Computer Science Level 1

Semester 4

English 4

Economics 4

Sociology 4

Community Development

Semester 2

English 2

Economics 2

Sociology 2

Env Studies

Human Values & Ethics

Semester 5

Economics 5

English 5 - SEC

Semester 3

English 3

Economics 3

Sociology 3

Personality Development

Semester 6

Economics 6

Economics 6 - SEC

MA- Mass Communication Program Structure

Semester 1

Theory and Practice of communication

Writing Skills

Introduction to Mass Media

Media & Society

Computer Applications

Semester 2

Reporting

Advertising

Radio Journalism

Photo Journalism

Media Laws and Management

Semester 3

Editing

TV Journalism

Public Relations

Communication Research

Communication Technology

Semester 4

Print Media Production

Electronic Media Production

Cyber Journalism

Development Communication

Film and Entertainment Industry

B Com - Program Structure

Semester 1

Financial Accounting

Business Laws

Business Management

language(Hindi/English) communication

Computer Science Level 1

Computer Science (Level -1) Practical

Semester 3

Corporate Accounting

Income Tax Law (Theory)

Income Tax Law (Practical)

Principles of Marketing

Personality Development

Semester 5

Fundamentals of Insurance

Personal Finance

Secretarial Practice

Retailing

Semester 2

Computerized Accounting System (Theory)

Computerized Accounting System (Practical)

Company Law

Business Statistics

Environmental Studies

Human Value and Ethics

Semester 4

Cost Accounting

GST & Customs Law (Theory)

GST & Customs Law (Practical)

Human Resource Management

Community Development

Semester 6

Indian Financial System

Indian Economy

Indian Financial System

Personal Selling

M Com- Program Structure

Semester I

MC 101- Organizational Behavior

MC 102-Business Environment

MC 103-Managerial Economics

MC 104-Company Law

MC 105-Accounting for Managerial Decisions

MC 106-Marketing Management

Semester II

MC 201-Human Resource Management

MC 202-International Business Environment

MC 203-Strategic Marketing

MC 204-Financial Management & Policy

MC 205-Corporate Accounting

MC 206-Business Statistics

MC 207-Viva-Voce cum Case Study

Semester III

MC 301-Computer Applications in Business

Finance & Taxation

Note:-Choose any one optional group

Optional Group I (Finance & Taxation)

MC 302-Advanced Financial Management

MC 303-Security Analysis and Investment Management

MC 304-Financial Institutions and Markets

OR

Semester IV

MC 401-IT and E-Commerce

Finance & Taxation

Note:-Choose any one optional group

Optional Group I (Finance & Taxation)

MC 402-Corporate Tax Planning and Management

MC 403-Project Planning and Control

MC 404-International Financial Reporting Standards

OR

M Com- Program Structure

Optional Group II (Finance & Taxation)

MC 305-Fund Management in Banking and Insurance Companies

MC 306-Merchant Banking and Financial Services

MC 307-Advanced Tax Laws and Practice

Marketing

Note:-Choose any one optional group

Optional Group I (Marketing)

MC 308-Marketing Research

MC 309-Advertising Management

MC 310-Applications of Statistical Methods in Business

OR

Optional Group II (Marketing)

MC 311-International Marketing

MC 312-Foreign Trade Policy & Procedures

MC 313-Retail Management

HRM & General Management

Note:-Choose any one optional group

Optional Group I (HRM & General Management)

MC 314-Entrepreneurship Development

MC 315-Business Ethics & Social Responsibility

MC 316-Human Resource Development

Optional Group II (Finance & Taxation)

MC 405-Portfolio Management

MC 406-Multinational Financial Management

MC 407-Stock Market Operations

Marketing

Note:-Choose any one optional group

Optional Group I (Marketing)

MC 408-Sales Management

MC 409-Services Marketing

MC 410-Supply Chain Management

OR

Optional Group II (Marketing)

MC 411-Consumer Behaviour

MC 412-Rural Marketing

MC 413-International Economics

HRM & General Management

Note:-Choose any one optional group

Optional Group I (HRM & General Management)

MC 414-Corporate Governance

MC 415-International Human Resource Management

MC 416-Event Management

M Com- Program Structure

OR

Optional Group II (HRM & General Management)

MC 316-Management of Industrial Relations

MC 317-Cross-Cultural and Global Human Resource Management

MC 318-Compensation Management

OR

Optional Group II (HRM & General Management)

MC 417- Organizational Change and Intervention Strategies

MC 418-Strategic Human Resource Management

MC 419- Corporate Level & Centre Level Strategies

MC 420- Viva-Voce cum Case Study



कुरुक्षेत्र विश्वविद्यालय



कुरुक्षेत्र

द्रोणार्च्य द्वार

Login

[Forgot Password](#)

Sign In

Learning Resources & Advantages

The Learning Resources of the said Programs for every subject is designed on the basis of the course objectives considering the conventional learners and the working professionals who are keen to acquire knowledge in the learning process.

With an objective to make the learning content more palatable for the target audience group, the following learning resources have been created for online programs:

E-book <i>PDF Content of Self Learning Material - Chapter Level</i>	Study Guide <i>Bullet Notes Of Every Chapter Explained In Simpler Way - Chapter Level</i>	Practice Test <i>Question Bank) - Chapter Level</i>	Lab environment <i>For Related Subjects, Where Necessary</i>	Discussion Forum <i>On Every Course Outcome</i>
Web Resources <i>- Articles / Ref. Videos - Subject Level</i>	Tutorial Recorded Videos <i>- Chapter Level</i>	Live Interactive Sessions <i>(Webinar)</i>	Animated / Gamified Module <i>- Subject Level</i>	Case Study Subject Level

Online Learning Resources

- **Tutorials:** These are recorded videos for every chapter. The subject matter experts have created the lesson plan based on the curriculum and they have recorded the video for every course outcome within the subject. This will help the learners to refer the session during their learning journey.

The screenshot displays a Zoom meeting interface. The main content is a presentation slide titled "MODERN MARKETING MANAGEMENT Chapter 9 Pricing Decision and Strategies". The slide features a central diagram with three blue circles: "Customer value-based Pricing" at the top, "3 Major Pricing Strategies" in the middle, and "Competition-based Pricing" and "Cost-based Pricing" at the bottom. Arrows point from the central circle to the two bottom circles, and an arrow points from the top circle down to the central one. The Zoom interface includes a top toolbar with icons for editing, erasing, and zooming, a video feed of a man in a suit and headset on the right, and a bottom toolbar with navigation and chat options.

MODERN MARKETING MANAGEMENT
Chapter 9
Pricing Decision and Strategies

Customer value-based Pricing

3 Major Pricing Strategies

Competition-based Pricing

Cost-based Pricing

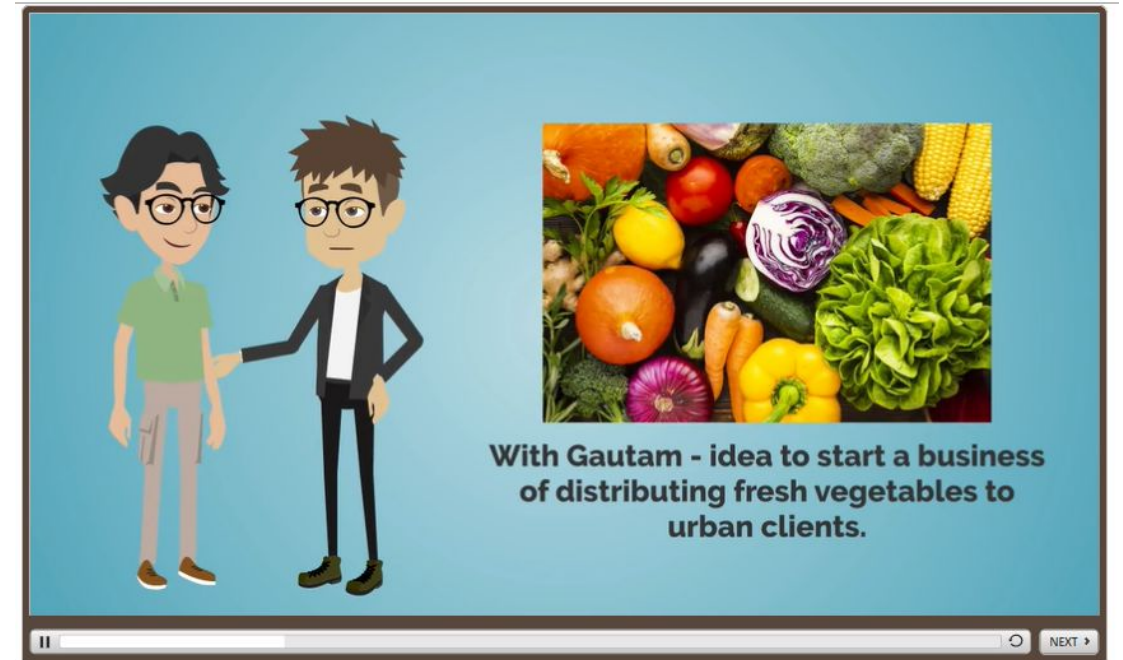
Send message...

34 of 43 pages ← 27 28 29 30 31 32 33 (34) →

Users (4/2771) Chatroom

Online Learning Resources

- **Gamified Practice Test:** The Gamified module consist of templates like football, cricket, basketball which has been integrated with 5 questions from every chapter. This helps the students to gauge their understanding about the topic.
- **Animated Case Studies:** As part of simulations the animated case studies at subject level are available for students to learn in given situation. After understanding the case the students would be able to give a solution which are through set of questions during the case study module. This helps the learners to perform in dynamic business environment.



Online Learning Resources

E-Book – Digital Text Book:

- Every Chapter would have an Ebook – A Digital Text Book
- The student should go through every chapter of the e-book provided and can make notes which will enable the student to understand important aspects of every topic during the learning process.

Ebook-Management Thoughts

Last Viewed: Never

Completed 9%

Evolution of Management

Note

Classical Management includes Scientific Management School, Administration Management School, and Bureaucracy Management. Neo-classical Management includes Human relation school and Behavioural Management School. Modern Management includes Social system school, Decision theory school, Quantitative Management School, System Management School, and Contingency Management

EVOLUTION OF MANAGEMENT

Fig1

Evolution of management thought Fig2

Fig2.1

1. Pre-Historical Period:-

Management is as old as man. Awareness of needs & satisfaction of needs is the part & parcel of management. In the ancient time in the villages, head of the village plans

Online Learning Resources

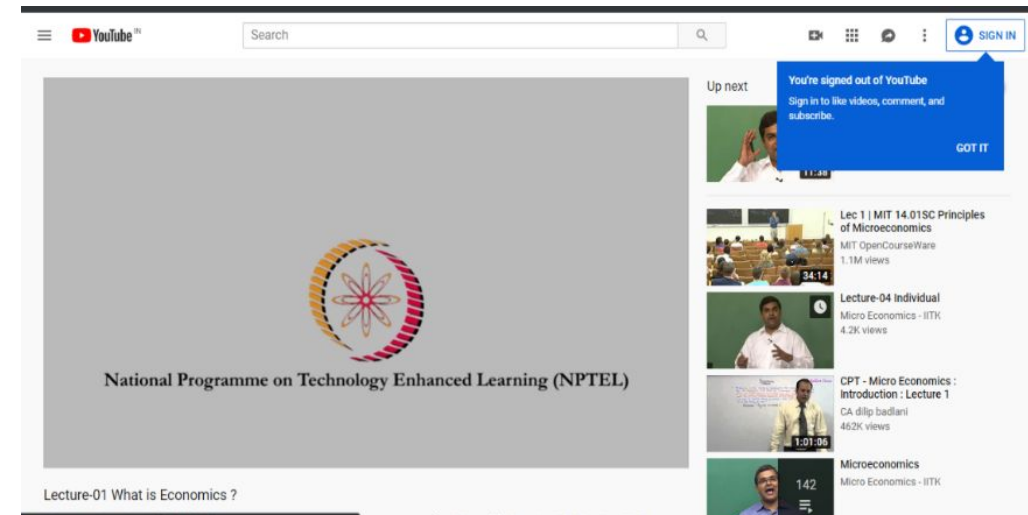
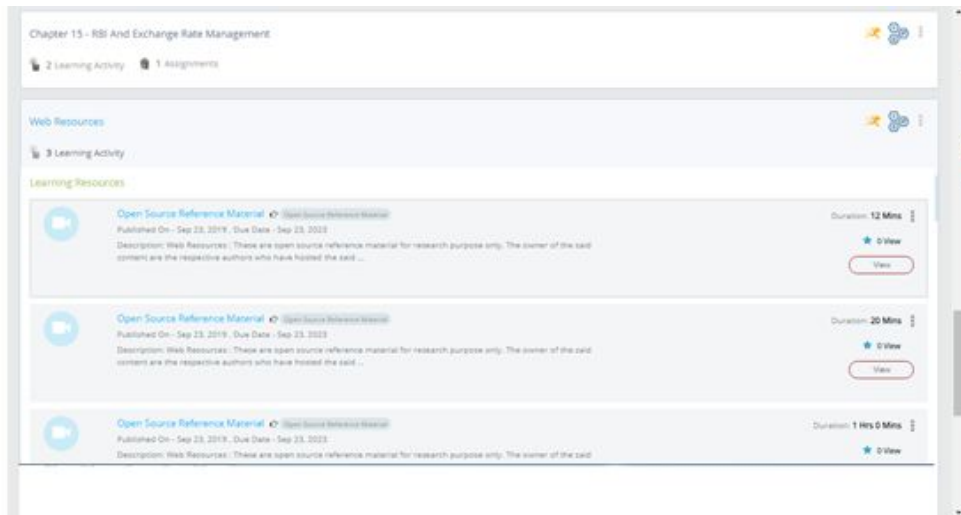
- **Gbook : Quick Learning Book :** This is a quick learning book with bullet notes in power point presentation format. This helps the student to understand the key aspects of the topic.



Online Learning Resources

Open Learning Resources – Web Resources for Research Purpose and Reference Learning

The university has provided chapter wise open source reference learning links which include videos, articles for research purpose.



- Access to university based research publications are also provided to the students.

Online Learning Resources

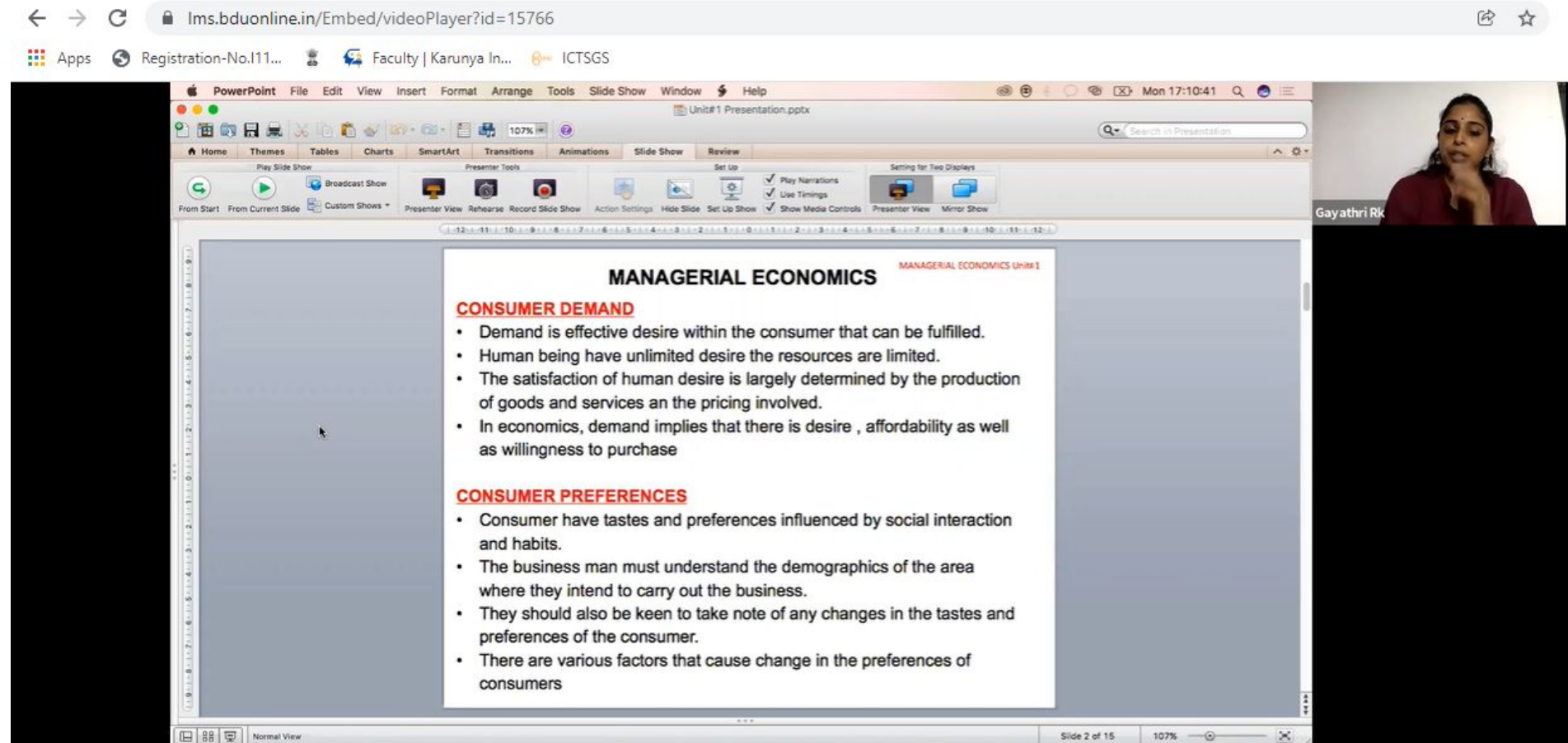
- **Discussion Forums:**

- Every subject would Open discussion forums.
- The schedule for discussion forums is available in the LMS for students
- The timelines for every discussion forum for every subject would be published which the student have to participate and give their responses on given topic during the open window provided for the same

Online Learning Resources

Synchronous Online Live Interactive Sessions (Synchronous Sessions)

- For every subject based on the course outcome, there would be one live interactive online sessions per chapter conducted through the learning management system.
- The faculty from the university would conduct the said live session and the students would join through the LMS.
- The students should refer the calendar for scheduled live session in their respective LMS.
- Every Live Session per chapter would be of 1 hour



The screenshot displays a web browser window with the URL lms.bduonline.in/Embed/videoPlayer?id=15766. The browser tabs include 'Apps', 'Registration-No.I11...', 'Faculty | Karunya In...', and 'ICTSGS'. The main content is a PowerPoint presentation titled 'MANAGERIAL ECONOMICS' (Unit#1 Presentation.pptx) showing slide 2 of 15. The slide content is as follows:

MANAGERIAL ECONOMICS MANAGERIAL ECONOMICS Unit#1

CONSUMER DEMAND

- Demand is effective desire within the consumer that can be fulfilled.
- Human being have unlimited desire the resources are limited.
- The satisfaction of human desire is largely determined by the production of goods and services an the pricing involved.
- In economics, demand implies that there is desire , affordability as well as willingness to purchase

CONSUMER PREFERENCES

- Consumer have tastes and preferences influenced by social interaction and habits.
- The business man must understand the demographics of the area where they intend to carry out the business.
- They should also be keen to take note of any changes in the tastes and preferences of the consumer.
- There are various factors that cause change in the preferences of consumers

The presentation is being viewed in a video player interface, with a small video feed of a woman (Gayathri Rk) visible in the top right corner. The PowerPoint interface shows the 'Slide Show' menu and various navigation controls.

Online Learning Resources

Frequently Asked Questions (FAQ)

- Every Module / Chapter has a Pre – Learning FAQ enabling the student to have an understanding about the topic in easy language.

Misconceptions

- This helps the learners to refer the common mis-conceptions and thereby helps the learners to understand the same during the learning process.

Chapter 1

Topic-based (FAQ)	
Question	1. What is Gross Domestic Product?
Answer	Gross Domestic Product (GDP) is the monetary value of all finished goods and services made within a country during a specific period. GDP provides an economic snapshot of a country, used to estimate the size of an economy and growth rate.
Question	2. What is Net national Product?
Answer	Net national product (NNP) refers to gross national product (GNP), i.e. the total market value of all final goods and services produced by the factors of production of a country or other polity during a given time period, minus depreciation.
Question	3. What are the features of Indian Economy?
Answer	Indian economy is termed as the developing economy of the world. Some features like low per capita income, higher population below poverty line, poor infrastructure, agriculture based economy and lower rate of capital formation, tagged it as a developing economy in the world.
Question	4. What are the various indicators of Economy of the country?
	Economic indicators include various indices, earnings reports, and economic summaries: for example, the unemployment rate, quits rate (quit rate in American

Topic-based Mis-conceptions	
Misconception	1. High economic growth may not necessarily result in increased economic development.
Explanation	In reality economic growth is indication of economic development. Because it helps to penetrate lower income group too which lead to increase the sale as economic development is usually consider not only the increase in output. It means the cost of product decrease. It refers to increase sales which help economic growth.
Misconception	Full employment may not be the reason for rising real incomes.
Explanation	Generally Full employment is possible when condition of industries are good. They are in the position to higher more and more worker because of demand in the market. So, it clearly explain that Full employment reason for real income of nation.
Misconception	2. Labour income has been falling as a share of national income increases.
Explanation	This is opposite of reality. It is well proved data that when nation income increases Labour income also increase. As we know that National income grow means, country receives good output. It means the profit increases. So definitely, company other source of production increase the salary or wage rate.
Misconception	3. The human economy went from hunting and gathering through agriculture and on to manufacturing, and finally to the Information Economy.

Online Learning Resources

Topic Based Assignments:

- Every Module / Chapter has a Pre – Learning FAQ enabling the student to have an understanding about the topic in easy language.

Topic-based Assignments	
Sr. No.	Questions
1	What is gender gap in Business communication?
2	What is knowledge gap in Business communication?
3	What is role of supervisory level in Business communication?
4	What is role of upper managers in Business communication?
5	What is cultural gap in Business communication?

Project Work

- For programs having project work students are required to submit a soft copy of the project undertaken.
- **Soft Copies** of the Project Report should be mailed to projects@kukonline.ac.in
- The project should be industry related topic selection as advised by the university.
- Refer the project guidelines as mentioned on the website.
- Project evaluation charges are **Rs. 400/-** for Indian student/ for foreign and NRI students it is \$10.
- The project should be done by the student and must be original. Plagiarism will not be accepted.

Important Guidelines

- Program Validity Extension Fees after completion of Degree Program validity period would be **Rs. 5000/- for 1 Year of extension.**
- **Course Change or Specialization Change Fees would be Rs. 1000/-** if applied **within 2 month of admission** registration process. However, the request is not accepted after the batch closure.
- From Students' **My Account**, the Students would get soft copy of **ID Card, fees receipt and LMS credentials** to access courseware after eligibility confirmation and after enrolment number has been generated by the University Enrolment Team.

Cancellation and Refund Policy

Timelines	Particular	Refund Amount
Not a Batch Related Activity	Not Eligible Students	100%
Before Batch Closure	If Cancellation Request received on Mail 15 days or more before the formal-closure date of admission batch	100%
	If Cancellation Request received in less than 15 days before the formal-closure date of admission batch	90%
After Batch Closure	If Cancellation Request received in 30 days or less, but more than 15 days, after formal-closure date of admission batch	50%
	If Cancellation Request received more than 30 days after formal-closure date of admission batch	0%

No refund for Registration fees component would be done.

Refund would be processed within 45 days from receipt of cancellation request of the student on university mail id.

Other Fees

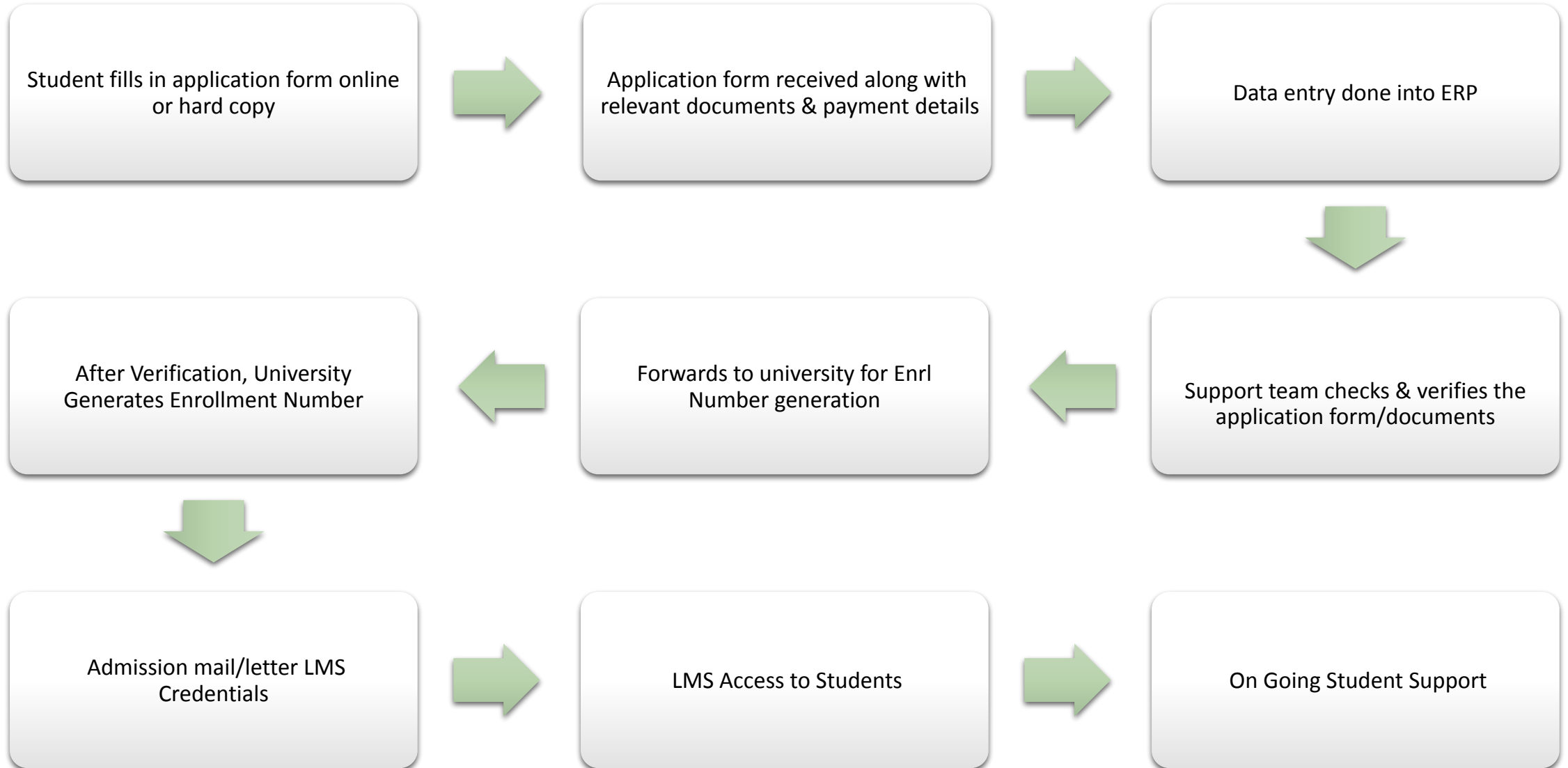
Particulars	For Indian Students in Rs.	For Foreign /NRI Students
Bonafide Letter	300	\$10
Transcripts	500	\$20
Specialization Change Fees	1000	\$40
Course Change Fees	1000	\$40
Exam Re-Appearing Fees (per Subject)	400	\$10
Project Evaluation	400	\$25
Validation Extension Fees (1 year)	5000	\$200
Degree Application Fees	1500	\$50
Second Copy Mark Sheet	400	\$25
Second Copy Degree Certificate	1500	\$50

**Specialization change or Course change only within 2 months of admission / registration; however not allowed after the batch closure.*

Mandatory Documents

Mandatory Documents for Admission Purpose	Format for Upload
<u>Duly filled Online Application Form with uploaded Student Signature</u>	<u>Student Signature, JPEG or PNG Format</u>
• Colour Scan Copy of Degree Certificate or Passing Certificate (for PG Programs only)	PDF
• Colour Scan Copy of All Year Wise /All Semester Wise Degree Mark sheets (for PG Programs only) OR Consolidated Mark Sheets also Accepted.	PDF
• Colour Scan Copy of 10th Std. Mark sheet for all Programs	PDF
• Colour Scan Copy of 12th Std. Mark sheet for all Programs	PDF
• Passport Size Colour Scan Copy for all Programs	JPEG or PNG Format
• Colour Scan Copy of Govt. Photo ID Proof: Aadhar Card is preferred. (Other Options: PAN card, Voter's ID, Driving License, Passport etc.) for all Programs	PDF
<p>• In Case of Name Change, need Colour Scan Copy of Name Change document which is a Gazette Notification.</p> <p>For Married Women – Marriage Certificate would be accepted – Provided Previous Maiden Name is clearly Mentioned in the same. For all Programs</p> <p>Father Name or Mother Name to be checked as well as no Name Change would be considered in such cases without a Gazette document.</p>	PDF
• For Foreign Student: Colour Scan Copy of Passport. For all Programs	PDF
• For Foreign Students: AIU Equivalence Document in case of Foreign Student coming from Non-Medical background. In case of Medical Program graduates from Foreign Universities MCI (Medical Council of India) Certificate is necessary. For all Programs	PDF
• Fees submission Transaction Details or receipt as per university policy for respective online programs.	PDF
• Signed Undertaking as per the process (12th or Degree Certificate)	PDF

Enrollment Process Flow



Contact Us

For Admission:

Call : 8600012443

Email : [to be updated soon](#)

Address:

Kurukshetra University
University Market Rd, Kurukshetra University,
Thanesar, Kurukshetra, Haryana 136119

Spoc at KUK: Mahesh Kumar

Call : 9986559080

Email : mahesh.kumar@talentedge.com

For Student Support:

Call : 8856070200

Email : [to be updated soon](#)

LMS Demo Login Credentials

DEMO ID

PASSWORD

URL

Demo_Student_Mcom

password

<https://ol.kukonline.in/users/login>

NOW YOU KNOW. THANK YOU