

## List of MOOCs (Jul-Dec 2026 ) for Odd Term A.Y. 2026-27 of BBA(Honours/Honours with Research), MBA(Integrated)& MBA

\* Students can complete the MOOC either before the semester (Fast Track) or during the same semester in which the elective is offered. Students opting for MOOCs in the same semester must appear for the respective NPTEL/SWAYAM examination. Students and Faculty Members are informed to go through the Revised MOOCs guidelines available on GTU website and all details of Courses on NPTEL.

**Link:** [Revised Guidelines for Implementation of Massive Open Online Courses \(MOOCs\) & Integration of Skill-based Courses w.e.f. Academic Year 2024-25 \(Applicable for students enrolled in A.Y. 2024-25 and onwards\)](#)  
[Amendment in Existing Guidelines of Massive Open Online Courses \(MOOCs\) w.e.f. A.Y. 2026-27](#)

| Sr.No | Course/<br>Branch<br>Name | Branch<br>Code | Sem | Course<br>ID    | Category                   | Subject Name                                        | Faculty Name                              | Offering Ins-<br>titute                | Duration(<br>Weeks) | Credits | Link                                                                                      | Course Start<br>Date | Enrollment<br>End Date | Exam<br>Registration<br>End Date | NPTEL /<br>SWAYAM |
|-------|---------------------------|----------------|-----|-----------------|----------------------------|-----------------------------------------------------|-------------------------------------------|----------------------------------------|---------------------|---------|-------------------------------------------------------------------------------------------|----------------------|------------------------|----------------------------------|-------------------|
| 1     | MBA                       | 92             | 3   | noc26-<br>mg145 | MDC/<br>Elective<br>(MOOC) | Innovation, Business Models<br>and Entrepreneurship | Prof. Rajat Agrawal<br>Prof. Vinay Sharma | IIT Roorkee                            | 8 Weeks             | 3       | <a href="https://nptel.ac.in/courses/110107094">https://nptel.ac.in/courses/110107094</a> | Aug 17, 2026         | Aug 17, 2026           | Aug 28, 2026                     | NPTEL             |
| 2     | MBA<br>(FM)               | 95             | 3   | noc26-<br>mg145 | MDC/<br>Elective<br>(MOOC) | Innovation, Business Models<br>and Entrepreneurship | Prof. Rajat Agrawal<br>Prof. Vinay Sharma | IIT Roorkee                            | 8 Weeks             | 3       | <a href="https://nptel.ac.in/courses/110107094">https://nptel.ac.in/courses/110107094</a> | Aug 17, 2026         | Aug 17, 2026           | Aug 28, 2026                     | NPTEL             |
| 3     | MBA<br>(IT)               | 96             | 3   | noc26-<br>mg145 | MDC/<br>Elective<br>(MOOC) | Innovation, Business Models<br>and Entrepreneurship | Prof. Rajat Agrawal<br>Prof. Vinay Sharma | IIT Roorkee                            | 8 Weeks             | 3       | <a href="https://nptel.ac.in/courses/110107094">https://nptel.ac.in/courses/110107094</a> | Aug 17, 2026         | Aug 17, 2026           | Aug 28, 2026                     | NPTEL             |
| 4     | BBA                       | 01             | 4   | noc26-<br>mg85  | MDC/<br>Elective<br>(MOOC) | Working In Contemporary<br>Teams                    | Prof. M. P Ganesh,<br>Prof. Chitra Dey    | IIT<br>Hyderabad<br>Anna<br>University | 4 Weeks             | 2       | <a href="https://nptel.ac.in/courses/110106167">https://nptel.ac.in/courses/110106167</a> | Jul 20, 2026         | Jul 27, 2026           | Aug 14, 2026                     | NPTEL             |
| 5     | BBA                       | 01             | 5   | noc26-<br>mg139 | MDC/<br>Elective<br>(MOOC) | Digital Marketing in the AI<br>era - Part 1         | Prof. Prathamesh<br>Vivek Kittur          | IIT Madras                             | 4 Weeks             | 2       | <a href="https://nptel.ac.in/courses/110106002">https://nptel.ac.in/courses/110106002</a> | Aug 17, 2026         | Aug 17, 2026           | Aug 28, 2026                     | NPTEL             |
| 6     | IMBA                      | 71             | 4   | noc26-<br>mg85  | MDC/<br>Elective<br>(MOOC) | Working In Contemporary<br>Teams                    | Prof. M. P Ganesh,<br>Prof. Chitra Dey    | IIT<br>Hyderabad<br>Anna<br>University | 4 Weeks             | 2       | <a href="https://nptel.ac.in/courses/110106167">https://nptel.ac.in/courses/110106167</a> | Jul 20, 2026         | Jul 27, 2026           | Aug 14, 2026                     | NPTEL             |
| 7     | IMBA                      | 71             | 5   | noc26-<br>mg139 | MDC/<br>Elective<br>(MOOC) | Digital Marketing in the AI<br>era - Part 1         | Prof. Prathamesh<br>Vivek Kittur          | IIT Madras                             | 4 Weeks             | 2       | <a href="https://nptel.ac.in/courses/110106002">https://nptel.ac.in/courses/110106002</a> | Aug 17, 2026         | Aug 17, 2026           | Aug 28, 2026                     | NPTEL             |