



The Association
of Commonwealth
Universities

Redefine your career with India's most
future-ready, industry-aligned

Bachelor of Business Administration

3 Years | Asynchronous + Live Sessions | UGC Entitled





About Bennett University

Bennett University, established by The Times Group, is among the best private universities in India, offering globally benchmarked, research-driven, and industry-aligned education. The university offers specialised programmes spanning across Engineering, Artificial Intelligence (AI), Management, Media, Law, Liberal Arts, Design, and Applied Sciences, along with opportunities for Global Programmes, blending academic rigour with experiential learning.

With a focus on holistic development, Bennett University offers students world-class faculty, modern infrastructure, international academic partnerships, and unmatched industry engagement through The Times Group. The vibrant campus features a state-of-the-art sports complex, skill-enhancing student clubs, Centres of Excellence, and a culture of innovation, empowering graduates to become confident, skilled, and career-ready professionals.

Bennett University Overview

Vision

To be a global leader in education, research, and innovation, empowering higher learning ecosystem.



13,500+
Students



68+
Acres Futuristic
Campus



90%+
Ph. D. Faculty



70+
Startups Launched



120+
International
Collaborations



1200+
Companies for
Placements



20+
Corporate
Collaborations



40+
Student Led Clubs &
Societies



₹ 125 cr+
Funds Raised by
Startups



50+
Undergraduate,
Postgraduate &
Doctoral Programmes



16+
Sports Facilities



10,000+
Hostel Capacity

A Great Visionary Leadership

Mr. Vineet Jain, a visionary leader and a media industry powerhouse, has significantly impacted India's media and education landscape through his dedication to empowering youth. Inspired by his belief in the potential of educated and engaged young minds, he founded Bennett University in 2016, embodying his commitment to excellence and innovation in higher education.

As the Managing Director of India's oldest, largest, and most respected media conglomerate, Bennett, Coleman & Co. Limited (known as Times Group), Mr. Vineet Jain has played an instrumental role in steering the entire spectrum of BCCL's operations. This includes overseeing content creation and editorial strategies for the group. He has driven the diversification and expansion of what began as a traditional publishing business under the flagship The Times of India into a diversified and expansive media empire.

- The Rajiv Gandhi Award for Corporate Excellence and Indian Telly Award for his contribution to Indian
- TV Broadcasting Industry, 2009
- IMPACT Person of the Year, 2013
- Entrepreneur of the Year Award 2013 from the Bombay Management Association
- Media Person of the Year Award from the International Advertising Association (IAA), 2015
- The Indian Television Academy's 'Sterling Icon of Indian Entertainment – Media'
- Art Karat Award for Excellence in Media
- Asia One Global Indian of the Year, 2018
- Lifetime Achievement Award at exchange4media News Broadcasting Awards (enba), 2018
- Bharatiya Mahanatham Vikas Puraskar, 2018-19
- Impact Digital Power 100, 2020
- Business Leaders; ITA Hall of Fame, 2020

Mr. Vineet Jain

Managing Director

The Times Group

Chancellor

Bennett University

Bennett University – Centre for Distance and Online Education

Powered by The Times Group, Designed for You

At Bennett University - Centre for Distance and Online Education (BU-CDOE) - we believe education should adapt to the needs of the learner and not the other way around. Our Online programmes are thoughtfully designed for ambitious learners who want to build strong academic foundations while pursuing their professional pursuits.

From the BBA that builds versatile business foundations to the MBA that helps professionals advance without pausing their careers, our programmes are crafted by leading academicians (90%+ Ph.D. faculty) and industry experts who bring together academic rigor with real-world relevance.

BU - CDOE stands for credibility, quality, and global recognition, drawing its strength from Bennett University's prestigious A+ grade accreditation by NAAC and its recognition by the University Grants Commission (UGC), Association of Indian Universities (AIU), and membership in the Association of Commonwealth Universities



Prof. (Dr.) Raj Singh
Vice Chancellor

“

“Our Online Programmes are not just about credentials –it’s about shaping agile leaders who can inspire change and make *Bharat* better.”

Programme Highlights

Bachelor of Business Administration

The BU – CDOE's BBA is designed to help working professionals upskill, lead, and thrive in a dynamic global economy.

Programme USP



Flexibility: 24/7 Student Portal, live + recorded video lectures



Skill-focused, industry-aligned curriculum



Career support, expert faculty, alumni access



Global Academic Resources



Prof. (Dr.) R. S. Rai
Director

“

Welcome to Bennett University's Centre for Distance & Online Education! Our goal is to help you grow and succeed with flexible, industry-driven learning. We combine technology, mentorship, and academic excellence to make your learning journey meaningful.”

Designed for Young Learners

“ Crafted by industry leaders and academic experts, BU - CDOE’s BBA empowers professionals to grow without pausing their careers ”



Future-Ready Curriculum aligned with global business standards and evolving industry needs.



Holistic Growth that builds knowledge, skills, attitude, and leadership mindset.



Immersive & Flexible Learning through interactive live sessions, high-quality recorded modules, and self-paced study.



Outcome-Based Pedagogy with a case-driven, application-led approach for real-world problem-solving.



Diverse Electives & Specialisations empowering learners to design their own career path.



Global Perspective through internationally benchmarked content, collaborations, and industry insights.



Formative (Continuous) and Summative (End term) assessments shall be conducted as per UGC norms ensuring deep learning and long-term retention.



Research & Industry Projects offering practical exposure to complex business challenges.



Exclusive On-Campus Immersion for networking, collaboration, and experiencing the Bennett ecosystem.



UGC Entitled & Industry accepted Degree with Career-Accelerating Outcomes preparing professionals for leadership roles and long-term success.



Learning Resources

Our BBA is powered by a comprehensive learning ecosystem designed as per UGC's Four-Quadrant approach:

- **Rich Course Content** – Recorded video lectures, digital study materials, lecture presentations, and best-in-class courseware curated and reviewed by expert faculty.
- **Live Learning Experiences** – Interactive teaching sessions, doubt-clearing classes, industry expert talks, case discussions, podcasts, and global masterclasses.
- **On-Demand Access** – Recordings of live sessions, self-assessment quizzes, and discussion forums for continuous learning and peer interaction.
- **Student Portal** – A centralized hub that unifies the Learning Management System (LMS) with student services, providing seamless access to learning tools, digital library, support, and resources in one place.
- **Digital Library** – Access to a digital library allows online students to instantly explore a vast collection of academic resources, such as e-books, journals, and research papers, from anywhere at any time, enabling flexible, self-paced learning without the need to visit a physical library.

Learner Support

- **Dedicated Support Channels** – Support through Ticketing, Call, Email for assistance.
- **Personalized Assistance** – Continuous academic and administrative support to ensure a smooth learning journey.
- **Student Grievance Redressal** - Robust Grievance Redressal system ensuring fair and timely resolutions.

Programme Structure

Programme Duration	3 Years
Programme Completion Validity	6 Years
No. of Semesters	6
Total Program Credits	120

The 3-year Bachelor of Business Administration programme is designed to provide learner and working professionals the flexibility to pace the programme to fit their schedule, without the need to deprioritise their professional or personal commitments.

Specialisations

Business Analytics	Apply tools like Python, AI, and data visualization to extract insights and support business decision-making.
Marketing	Build hands-on skills in branding, sales, market research, and consumer engagement across traditional and digital media
Finance	Develop core competencies in corporate finance, financial modeling, fintech, taxation, and banking operations.
International Business	Manage global trade operations, finance, and supply chains while navigating diverse markets and cultures.
Human Resource Management (HRM)	Learn to manage talent acquisition, employee relations, and HR operations with strategic and legal insights.
Entrepreneurship	Execute business ideas through venture creation, valuation, product development, and startup marketing.

Curriculum

Semester 1 (Credit 20)	Semester 2 (Credit 20)
Introduction to Organization Behaviour (Credit 4)	English Communication (Credit 4)
Principles of Economics – I (Credit 4)	Financial Accounting & Analysis (Credit 4)
Modern Management Practices (Credit 4)	Principles of Economics – II (Credit 4)
Principles of Marketing Management (Credit 4)	Introduction to Human Resource Management (Credit 4)
Quantitative Techniques (Credit 4)	Introduction to Data Science (Credit 4)
Semester 3 (Credit 20)	Semester 4 (Credit 20)
Fundamentals of Financial Management (Credit 4)	Fundamentals of Financial Management (Credit 4)
Strategic Management (Credit 4)	Strategic Management (Credit 4)
Business Law & Corporate Governance (Credit 4)	Business Law & Corporate Governance (Credit 4)
Business Ethics, Sustainability, and the Circular Economy (Credit 4)	Business Ethics, Sustainability, and the Circular Economy (Credit 4)
Operations Management (Credit 4)	Operations Management (Credit 4)
Semester 5 (Credit 20)	Semester 6 (Credit 20)
Design Thinking and Innovation (Credit 4)	Creativity & Storytelling (Credit 2)
Environmental Studies (Credit 4)	Project (Credit 4)
Essentials of IT (Credit 4)	Elective 5 (Credit 4)
Elective 3 (Credit 4)	Elective 6 (Credit 4)
Elective 4 (Credit 4)	Elective 7 (Credit 4)
	AI Tools for Managers (Credit 1)
	Excel for Decision Making (Credit 1)

The BBA Programme is enriched with value-added and skill enhancement courses each Semester, equipping learners with future-ready skills in leadership, technology, and personal growth

- *Total Programme Credits: 120 (including Core Courses, Electives Courses, Projects, Ability Enhancement Courses, Value Added Courses and Skill Enhancement Courses).*

Specialisation & Electives

With industry-aligned electives across emerging domains empowers you to explore, choose, and build a specialization that sets you apart in today's competitive world.

Business Analytics	Marketing
Data Visualisation (Semester 4, Credit 4)	Brand Management: Concepts, Strategies, and the Luxury Sector (Semester 4, Credit 4)
Machine Learning and AI (Semester 4, Credit 4)	Market Research and Strategic Pricing (Semester 4, Credit 4)
Web and Social Media Analytics (Semester 5, Credit 4)	International Marketing (Semester 5, Credit 4)
Data Mining for Business Intelligence (Semester 5, Credit 4)	Integrated Marketing Communication (Semester 5, Credit 4)
Programming in Python (Semester 6, Credit 4)	Consumer Behavior and Marketing (Semester 6, Credit 4)
Predictive Modelling (Semester 6, Credit 4)	Sales Force Management (Semester 6, Credit 4)
Natural Language Processing (Semester 6, Credit 4)	Retail Management (Semester 6, Credit 4)
Finance	International Business
Financial Markets & Financial Services (Semester 4, Credit 4)	International Business Environment and Emerging Markets (Semester 4, Credit 4)
Commercial Banking & Fintech (Semester 4, Credit 4)	EXIM Procedures and Documentation (Semester 4, Credit 4)
Security Analysis & Derivatives (Semester 5, Credit 4)	International Finance (Semester 5, Credit 4)
Corporate Finance (Semester 5, Credit 4)	Cross Cultural Management (Semester 5, Credit 4)
Financial Modeling and Analytics (Semester 6, Credit 4)	International Supply Chain Management & Logistics (Semester 6, Credit 4)
Project Finance (Semester 6, Credit 4)	International Marketing & Product Launch (Semester 6, Credit 4)
Taxation (Semester 6, Credit 4)	India's Foreign Trade (Semester 6, Credit 4)
Human Resource Management	Entrepreneurship
Industrial Relations and Labour Laws (Semester 4, Credit 4)	Global Entrepreneurship and Venture Creation (Semester 4, Credit 4)
Leadership, Change & Conflict Management (Semester 4, Credit 4)	Family Businesses Essentials: Development & Growth (Semester 4, Credit 4)
Recruitment and Selection (Semester 5, Credit 4)	Social Entrepreneurship & Corporate Venturing (Semester 5, Credit 4)
Talent Management and Employee Engagement (Semester 5, Credit 4)	Entrepreneurial Marketing & Finance (Semester 5, Credit 4)
Organizational Development & HR Strategies (Semester 6, Credit 4)	Entrepreneurial Strategy (Semester 6, Credit 4)
Organisation Culture (Semester 6, Credit 4)	New Product Development (Semester 6, Credit 4)
Strategic HRM (Semester 6, Credit 4)	Business Valuation (Semester 6, Credit 4)

Fee & Eligibility

Fee	₹25,000/Semester - No. of Semesters 6
Programme Start Date	To Be Announced

Eligibility

Domestic Students :

Applicants must have passed XII standard from any recognised Education Board with minimum 60% marks (Class XII Best of 3 subjects score) and English as compulsory subject OR IB Board with minimum score of 24 credits, 3 Higher level and 3 standard level subjects.

International Students :

Applicants must have passed with 55% aggregate marks in grade 12th/ A level or equivalent and English language requirement (ELR)

BU - CDOE : Scholarship Policy

- **Defence Scholarship : 20%**
 - The University offers a scholarship for defence personnel, their dependents and wards, on submission of a valid Government of India-issued ID card.
- **Bennett University Alumni : 10%**
 - The University offers a scholarship to its alumni, subject to verification of the BU passing certificate.
- **Divyangjan : 15%**
 - Learners with benchmark disabilities are offered scholarship on submission of a valid UDID card or disability certificate.

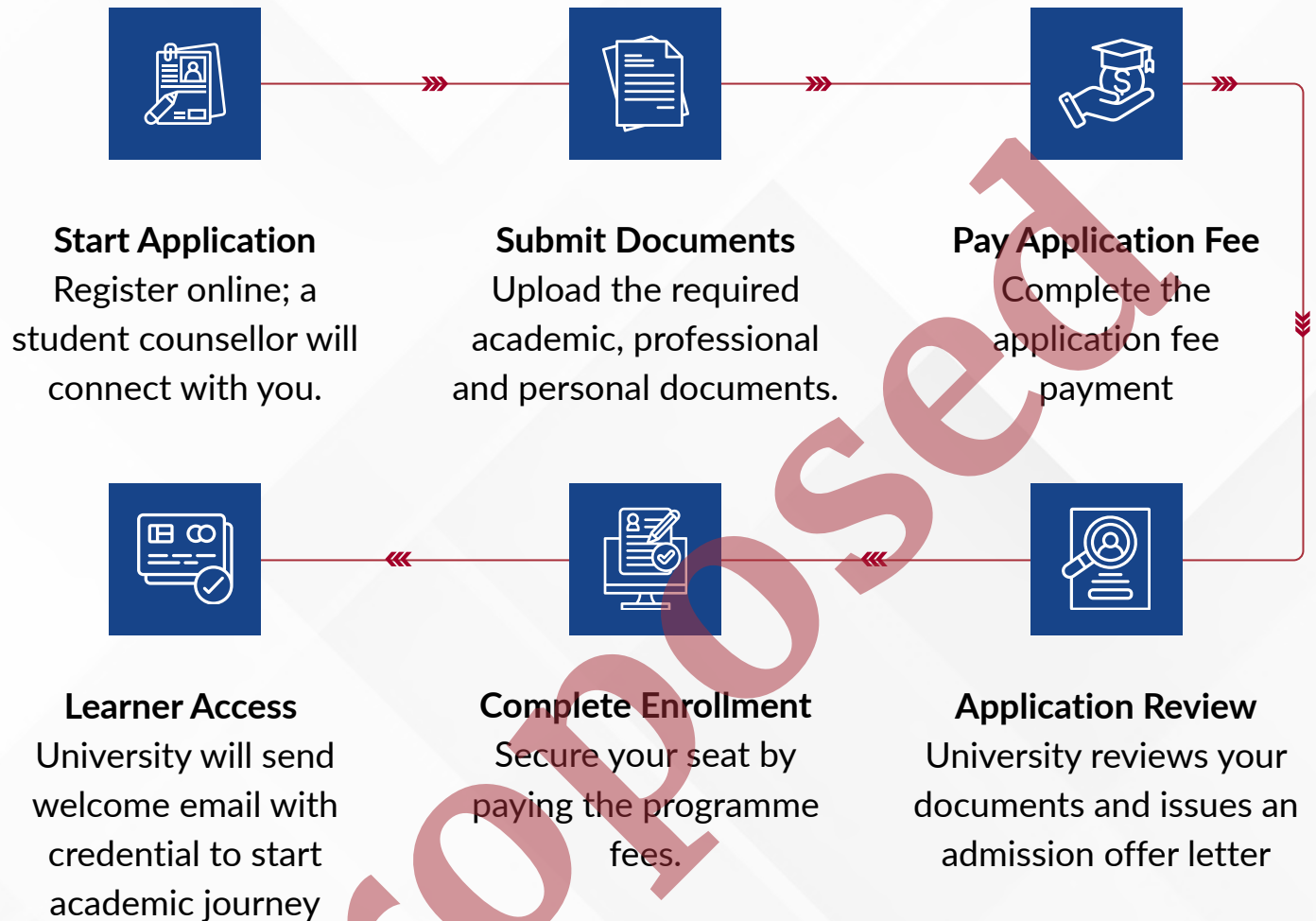
Refund Policy

Bennett University follows cancellation and refund policy as per UGC guidelines.

Note:

- Application Fee (Non Refundable) - ₹1,500
- Examination Fee : ₹800/- per attempt per course.
- Students may be required to bear any additional payments incurred during the tenure of the programme, such as arrear fees, re-registration fees, payment gateway charges, or applicable taxes.
- The above-mentioned fee structure is subject to change at the discretion of the University.
- Re-registration at the beginning of each semester is mandatory as per BU - CDOE policy. Learners may opt for exit after prescribed semesters as per the University's approved exit policy.

Application Process



Documents Required

- Academic Certificates & Transcripts
- Work Experience Certificates (if applicable)
- Government Photo ID (Aadhaar Card / Passport)
- Recent Passport-Size Colour Photograph
- DEB ID ([Generate DEB ID on : UGC DEB](#))

On completing the BBA Programme, participants are awarded a degree and gain access to the institute's alumni network.



Date of Admission: xx xx, xxxxx
Date of Completion: xx xxxxx, xxxxx
Mode of Delivery: Online
Medium of Instruction: English
Mode of Examination: Remote Proctored Online Examinations

Enrollment No./ Roll No.	XXXXXXXX
Prepared by	
Verified by	

Note: Degree images are indicative and subject to change without prior notice at the sole discretion of the University.

HOUSE OF **POWER** BRANDS







Apply for the programme here

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