



The Association
of Commonwealth
Universities

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

Master of Business Administration

2 Years | Asynchronous + Live Sessions | UGC Entitled





About Bennett University

Bennett University, established by The Times Group, is amongst 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

Master of Business Administration

The BU - CDOE's MBA programmes is crafted by industry leaders and academic experts, that empowers professionals to grow without pausing their careers

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 Working Professionals

“ Crafted by industry leaders and academic experts, BU - CDOE’s MBA 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 high-quality interactive synchronous online live sessions and asynchronous delivery for 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 MBA 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 other 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	2 Years
Programme Completion Validity	4 Years
No. of Semesters	4
Total Programme Credits	86

The 2-Year Master of Business Administration programme is designed to provide 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	Master data-driven decision-making and predictive insights.
Media Management	Lead digital, entertainment, and media business strategy.
Finance	Build expertise in corporate finance and investment strategy.
Sales and Marketing	Drive growth through branding, strategy, and customer insights.
Human Resource Management	Shape organizational culture and lead people transformation.
Logistics & Supply Chain Management	Manage operations with global supply chain leadership skills.

Curriculum

Semester 1 (Credit 22)	Semester 2 (Credit 22)
Managerial Economics (Credit 4)	Business Law (Credit 4)
Managerial Communication (Credit 4)	Financial Accounting and Analysis (Credit 4)
Marketing for Managers (Credit 4)	Human Capital Management (Credit 4)
Quantitative Methods for Managers (Credit 4)	Operations Management (Credit 4)
Organizational Dynamics (Credit 4)	Strategy for Managers (Credit 4)
Machine Learning for Managers (Credit 1)	Adaptive Change and Resilience (Credit 1)
Indian Knowledge System (Credit 1)	Emotional Intelligence & Resonant Leadership (Credit 1)
Semester 3 (Credit 21)	Semester 4 (Credit 21)
Applied Business Research (Credit 4)	Entrepreneurial Mindset and Innovation (Credit 4)
Professional Ethics, Sustainability and Social Responsiveness (Credit 4)	Corporate Finance (Credit 4)
Elective 1 (Credit 4)	Project (Credit 4)
Elective 2 (Credit 4)	Elective 4 (Credit 4)
Elective 3 (Credit 4)	Elective 5 (Credit 4)
Digital Transformation (Credit 1)	Managerial Skills (Credit 1)

The MBA 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: 86 (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, the MBA from BU - CDOE empowers you to explore, choose, and build a specialization that sets you apart in today's competitive world.

Business Analytics	Media Management
Programming for Analytics (Semester 3, Credit 4)	Digital Media and Media Cost Management (Semester 3, Credit 4)
Text Mining, Data Mining, and Visualization (Semester 3, Credit 4)	Media Production and Entertainment Management (Semester 3, Credit 4)
AI, Machine Learning, and Deep Learning (Semester 3, Credit 4)	Sports, Events, and Entertainment Marketing (Semester 3, Credit 4)
Applied Operations and Supply Chain Analytics (Semester 4, Credit 4)	Media Analytics and Distribution Strategy (Semester 4, Credit 4)
AI-Driven Business Analytics and Digital Modelling (Semester 4, Credit 4)	Media Planning and Buying (Semester 4, Credit 4)
Finance	Sales and Marketing
Financial Analysis and Business Valuation (Semester 3, Credit 4)	Understanding Consumers and Strategic Brand Management (Semester 3, Credit 4)
International Finance (Semester 3, Credit 4)	Digital and Integrated Marketing Communications (Semester 3, Credit 4)
Investment Analysis and Portfolio Management (Semester 3, Credit 4)	Sales, Distribution, and Retail Management (Semester 3, Credit 4)
Behavioural Finance and Wealth Management (Semester 4, Credit 4)	Marketing Analytics and Sustainability (Semester 4, Credit 4)
Banking and Financial Risk Management (Semester 4, Credit 4)	Industrial and Services Marketing (Semester 4, Credit 4)
Human Resource Management	Logistics & Supply Chain Management
Talent Acquisition and Workforce Planning (Semester 3, Credit 4)	Supply Chain Management and Sustainability Analytics (Semester 3, Credit 4)
Learning and Development (Semester 3, Credit 4)	Transportation and Multimodal Logistics Management (Semester 3, Credit 4)
Compensation, Benefits, and Performance Management (Semester 3, Credit 4)	Warehousing, Inventory, and Distribution Management (Semester 3, Credit 4)
Strategic HRM and Organizational Change (Semester 4, Credit 4)	Logistics Strategy and Documentation Systems (Semester 4, Credit 4)
Employee Relations and HR Analytics (Semester 4, Credit 4)	Purchasing and Inventory Management (Semester 4, Credit 4)

- *Total Programme Credits: 86 (including Core Courses, Electives Courses, Projects, Ability Enhancement Courses, Value Added Courses and Skill Enhancement Courses).*

Fee & Eligibility

Fee	₹52,500/Semester - No. of Semesters 4
Programme Start Date	To Be Announced

Eligibility

Domestic Students :

Applicants must have passed Graduation in any discipline from a UGC-recognised university with a minimum of 50% aggregate marks and English as medium of instruction.

International Students :

The eligibility criterion for all programmes for international applicants is minimum 50% in the qualifying examination and having studied the pre-requisite subjects for admission into the desired programme.

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.

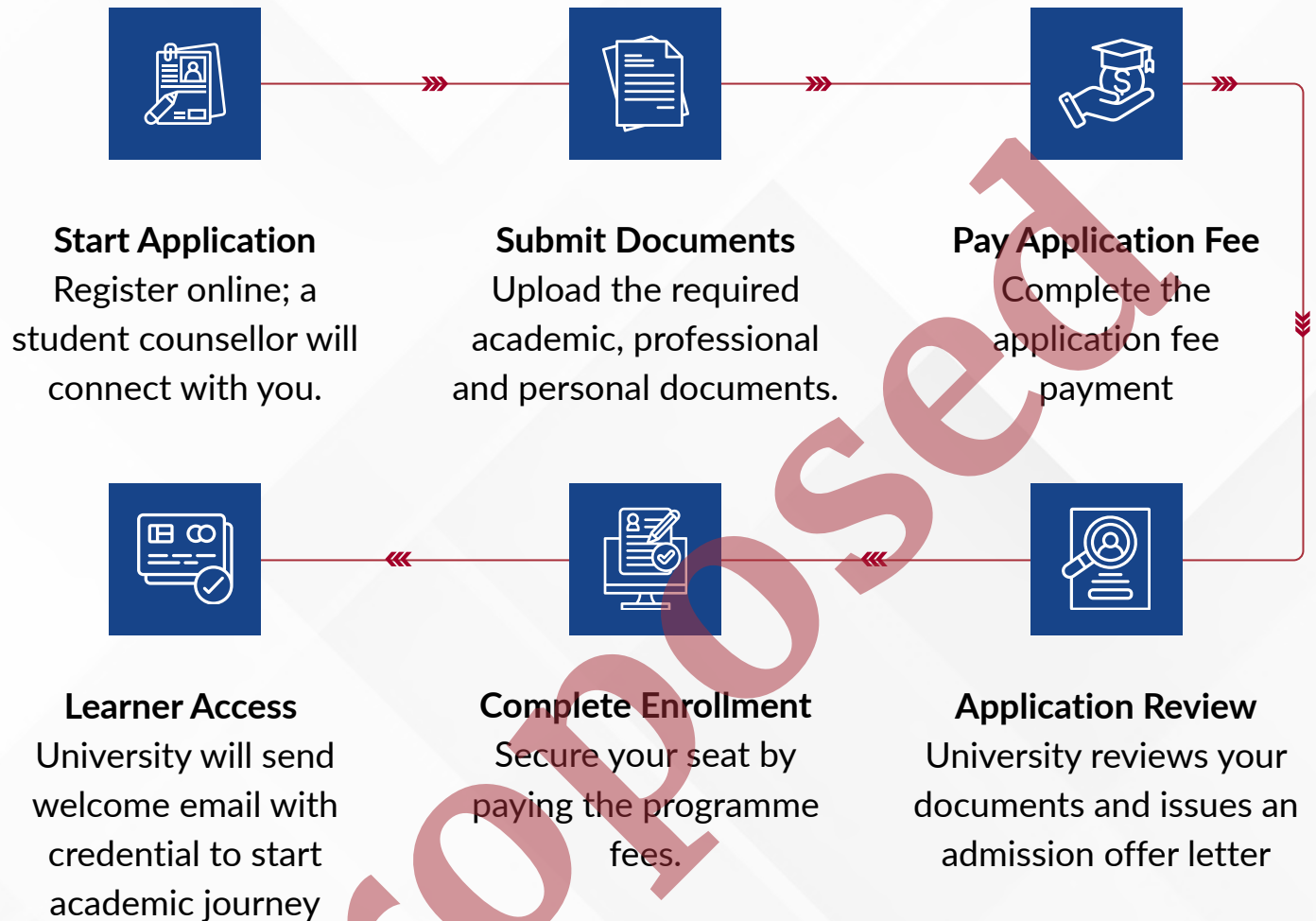
Refund Policy

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.

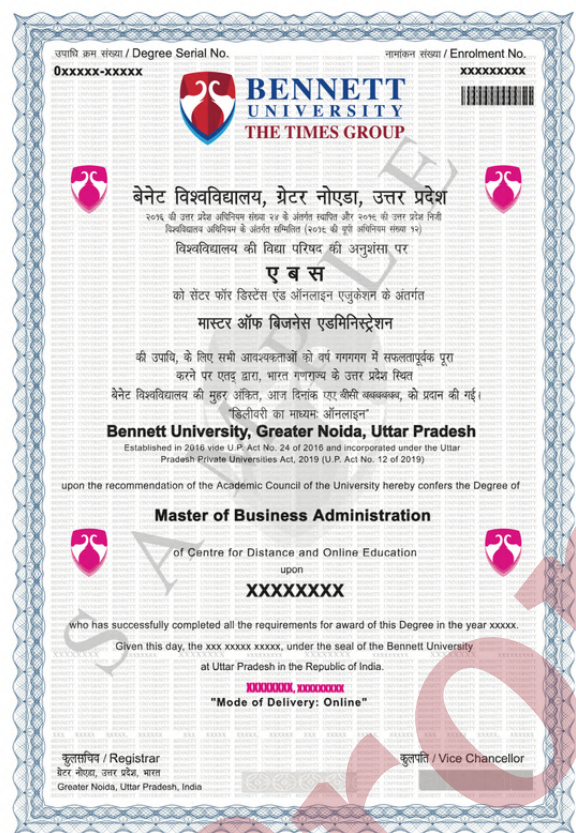
Application Process



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



Date of Admission: xx xx, xxxx
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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