

# Online BBA

3 Years | 100% Online + Live Sessions | UGC Entitled

“An online BBA that builds business-ready graduates for a digital-first economy.”



**Business  
Foundation  
with Real  
World  
Exposure.**

## About Bennett University

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Bennett University, established by The Times Group, is among India's leading private universities, offering globally benchmarked, research-driven, and industry-aligned education.

The University offers specialised programmes across multiple disciplines, blending academic rigour with real-world application.

Backed by world-class faculty, modern infrastructure, international partnerships, and The Times Group's unmatched industry ecosystem, Bennett University prepares graduates to become confident, skilled, and career-ready professionals.

## Vision

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



**13,500+**  
Students



**90%+**  
Ph.D. Faculty



**1200+**  
Funds Raised  
by Startups



**1200+**  
Companies for  
Placements



**120+**  
Student Led  
Clubs & Societies



**120+**  
Sports  
Facilities



**68+**  
Acres Futuristic  
Campus



**20+**  
Undergraduate,  
Postgraduate  
& Doctoral Programmes



**1200+**  
Hostel Capacity



**70+**  
Startups Launched



**120+**  
International  
Collaborations



**20+**  
Corporate  
Collaborations

# A Great Visionary Leadership

Mr. Vineet Jain is a visionary leader and Managing Director of Bennett, Coleman & Co. Ltd. (Times Group), India's largest and most respected media conglomerate. With a deep belief in the potential of educated and engaged young minds, he founded Bennett University in 2016 to create a future-focused institution rooted in excellence and innovation.

Under his leadership, the Times Group has grown into India's largest and most respected diversified media powerhouse across print, television, radio, and digital platforms, shaping India's media landscape and engaging millions across generations

- The Rajiv Gandhi Award for Corporate Excellence & Indian Telly Award (2009)
- IMPACT Person of the Year (2013)
- Entrepreneur of the Year – Bombay Management Association (2013)
- Media Person of the Year – International Advertising Association (IAA) (2015)
- Indian Television Academy – Sterling Icon of Indian Entertainment
- Lifetime Achievement Award – exchange4media ENBA (2018)
- Impact Digital Power 100 (2020)
- Business Leaders; ITA Hall of Fame (2020)

## House of Power Brands

The only 360° Multimedia group with presence in Print, TV, Digital, Radio, Magazine and OOH.



TIMES OOH





THE TIMES GROUP

## Mr. Vineet Jain

The Times Group

Chancellor,  
Bennett University &  
MD, Times Group

## Real-World Education. Powered by the Times Group

Bennett University's Centre for Distance & Online Education (Bennett Online) is the dedicated online education unit of Bennett University, created to deliver high-quality, university-led education for today's learners and Built for Young Professionals. Backed by The Times Group's legacy of trust and Bennett University's academic excellence, Bennett Online offers Future-Ready Curriculum and Industry-Embedded, Times Group Powered programmes, Designed to help learners grow their careers while they study – not pause them.

Learning shaped by India's largest media-tech and industry ecosystem, our programmes follow a Career-First, NEP-Aligned Design, with programmes structured around career progression, flexibility, and long-term mobility. Future-focused programmes designed for current industry needs, carrying the enduring reputation of a trusted legacy institution.



Bennett Online extends our commitment to education beyond credentials, combining academic excellence and trusted legacy to develop agile leaders prepared to inspire change and make Bharat better.

**Prof. (Dr.) Raj Singh**  
**Vice Chancellor**

# Future Ready Degrees. Timeless Credibility.

## Trusted

Built on the academic rigour of Bennett University

## Future-Ready

Aligned with evolving careers and the digital economy

## Industry-Connected

Shaped by real-world business and industry thinking

## Learner-Centric

Designed around flexibility, support, and outcomes



At Bennett Online, we focus on delivering flexible, industry-driven education through a learner-first digital experience, combining academic rigour, technology, and mentorship to support real career growth of working professionals.

**Prof.(Dr.) R. S. Rai**  
**Director, BU – CDOE**

UGC-entitled

## Bachelor of Business Administration (Online BBA)

The Online BBA (UGC-entitled) from Bennett University is a 3-year undergraduate degree designed to build a strong business foundation with real-world exposure for tomorrow's corporate professionals. Anchored in the academic excellence of Bennett University and powered by the Times Group legacy, the programme combines conceptual depth with industry relevance in a flexible online format.

### What This Programme Offers

-  UGC-Entitled Degree
-  Strong Business Foundation
-  100% Online + Live Sessions
-  Application-Oriented Learning
-  Career & Higher Education Ready
-  Future-Focused Curriculum

### Why Choose an Online BBA?

An Online BBA provides a structured introduction to how businesses operate across key functions – marketing, finance, operations, human resources, and strategy – while offering the flexibility to learn from anywhere without compromising academic depth.



# Why Online BBA

The Business Economy is Expanding. So Are Opportunities.



**~9% Projected  
Job Market  
Growth (India) \***



**~10% Year-on-  
Year Hiring  
Growth \***



**60+ Mn Digital-  
Skill Roles  
Expected  
by 2025-26 \***

With rapid expansion across retail, financial services, technology-led enterprises, and digital commerce, employers are actively seeking early-career professionals who combine strong business fundamentals with digital and analytical capabilities.

**Built on a Strong Business Foundation: The Roles You Could Be Progressing Towards** Growth accelerates significantly within the first 2-3 years based on performance, skill development, and industry exposure.

## Business & Analytics

- Business Analyst
- Data Analyst
- MIS Executive

## Marketing & Brand

- Digital Marketing Associate
- Brand Executive
- Business Development Executive

## Finance & Banking

- Junior Financial Analyst
- Relationship Officer (Bank)
- Accounts Executive

## Human Resources

- Talent Acquisition Specialist
- HR Generalist

## Operations & International Trade

- Supply Chain AM
- Operations Assistant Manager
- International Trade /EXIM AM

These roles represent early-to-mid career growth opportunities across corporates, startups, consulting firms, financial institutions, and multinational organisations in India's major business hubs.

# Why Online BBA ?

## A Strong Business Foundation for Higher Education

The Online BBA builds conceptual clarity and academic depth, enabling graduates to confidently pursue advanced studies in India and globally. Graduates can progress to:

MBA  
(India & Abroad)

Professional  
Qualifications  
(CA, CFA, CS,  
ACCA)

Master's  
Programmes  
(Business  
Analytics, HR, Fin,  
Marketing, etc)

PGDM

Whether your goal is leadership, specialisation, or global exposure, the BBA provides the academic credibility and flexibility required to take the next step with confidence.

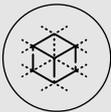
## Advantage of Online BBA as a Second Degree

The Online BBA can be pursued as a second degree alongside another academic programme, in accordance with UGC guidelines on simultaneous enrolment.

It enables learners to strengthen their primary field of study with structured business and managerial knowledge from a UGC-recognised university.

## Advantages of a Second Degree

Broader  
Managerial  
Perspective



Stronger  
Employability  
& Leadership  
Readiness



Application  
of Technical  
Expertise in  
Business



Long-Term  
Career Flexibility



## Common Programmes Students Combine with BBA

- B.Com
- B.Tech / Engineering
- B.Sc (Maths / IT / Data Science)
- BA (Economics / Liberal Arts / Psychology)

A flexible pathway to broaden your expertise while building long-term academic and professional advantage.

# Online BBA – Programme Outcomes

## Programme Outcomes

The Online BBA is designed to develop capable, ethical, and industry-ready professionals equipped to thrive in evolving business environments.

Graduates of the programme will be able to:

Apply Core Business Knowledge

Think Critically & Make Informed Decisions

Communicate Effectively Across Stakeholders

Demonstrate Ethical & Responsible  
Corporate Behaviour

Engage in Lifelong Learning & Self-Development

Translate Knowledge into Practice

Graduates emerge with clarity of direction, confidence in business fundamentals, and the competence to navigate today's dynamic business environments while taking on early professional responsibility.

Source: IBEF, India Skills Report, MeitY, Naukri JobSpeak Index (2024–25)

Estimation and Measurement of India's Digital Economy by MeitY and Employment Trend Analyses.

# Why Online BBA from Bennett University

Bennett University combines academic excellence, industry integration, and institutional credibility to deliver a future-ready undergraduate experience designed for long-term career progression.

## What Sets Bennett Online Apart



UGC-Entitled  
Degree



NAAC A+  
Accredited  
University



Backed by the  
Times Group Legacy



Career-First  
Approach



NEP-Aligned  
Programme Design



Industry-Relevant  
Curriculum



Structured Online  
Learning Experience



Dedicated Academic  
& Learner Support



UGC-Recognised  
Equivalent to  
On-Campus Degree\*

The Bennett Online BBA is a full-fledged undergraduate degree – designed with academic depth, professional rigour, and long-term value. Not a shortcut, but a strategic foundation for your future.

*Note : \*Online degrees awarded by UGC-approved universities are recognised as equivalent to offline degrees, as per UGC regulations on online education.*

# Who Is This BBA For?

The Online BBA is designed for a diverse range of learners:

## Freshers:

- Start Strong. Build Direction Early.
- For students after 10+2 seeking structured exposure to business, management, marketing, and finance while keeping multiple career and higher education pathways open.



## Working Professionals

- Upgrade Without Pausing Your Career.
- For early-career professionals who want formal business education, stronger decision-making skills, and long-term career growth while continuing to work.



## Entrepreneurs

- Build with Structure, Not Just Instinct.
- For startup founders and aspiring entrepreneurs who want clarity in strategy, finance, operations, and marketing to scale ideas with discipline and confidence.



## Family Business Leaders

- Modernise. Scale. Lead Forward.
- For next-generation business owners looking to combine traditional enterprise with professional management practices, governance, and growth strategy.



## Professional Course Aspirants

- Complement Your Technical Expertise.
- For learners pursuing CA, CFA, CS, ACCA, or similar qualifications who want a recognised degree that strengthens commercial and managerial understanding.



## Creators & Athletes

- Turn Passion into Sustainable Success.
- For individuals in sports, media, entertainment, digital platforms, and the creator economy who need business skills in finance, branding, contracts, and entrepreneurship to manage and monetise their careers professionally.



# Building the Right Business Foundation

## How Bennett University Prepares You for the World of Business

The Online BBA is designed to build structured business thinking, analytical capability, and professional confidence from the undergraduate stage. By combining conceptual depth with application-led learning, the programme prepares learners to understand how businesses operate, make decisions, and create value across functions.

## A Foundation That Goes Beyond Textbooks

### Integrated Business Foundation

- Comprehensive grounding across management, finance, marketing, economics, operations, and HR ensuring holistic business understanding.



### Analytical & Decision-Making Skills

- Training in data interpretation, structured problem-solving, and logical business analysis for real-world decision contexts.



### Industry-Connected Case-Based Learning

- Application-led learning through business cases and practical scenarios. Industry-integrated exposure with case-based pedagogy



### Structured Live Learning

- Live sessions complemented by recorded content for academic continuity and flexibility.



### Project & Practical Exposure

- Semester-based projects and a final capstone project to apply learning in real business contexts.



### Professional & Leadership Development

- Focused development of communication, teamwork, presentation, and leadership capabilities.



### Designed for Multiple Pathways

- Structured to support employment, entrepreneurship, professional certifications, family business, or higher education progression.



# Programme Structure



Programme  
Duration  
**3 Years**

Programme  
Validity  
**6 Years**

Programme  
Credits  
**120**

Semester  
**6**

The 3-Year Bachelor of Business Administration (BBA) programme is thoughtfully designed to build strong business fundamentals from the ground up, enabling learners to progress from core concepts to applied understanding, without limiting flexibility for parallel career pursuits, professional qualifications, or entrepreneurial ambitions.

# Specialisations

## Business Analytics

Build a strong foundation in data-driven thinking by learning how analytics, AI, and visualisation support informed business decisions.

## Entrepreneurship

Develop entrepreneurial thinking by learning how business ideas are shaped, evaluated, launched, and taken to market.

## Marketing

Develop hands-on skills in branding, sales, and consumer engagement across traditional and digital marketing environments.

## Human Resource Management

Learn how organisations manage people by building capabilities in talent acquisition, employee relations, and HR operations with legal and strategic insight.

## Finance

Gain a solid grounding in finance, covering corporate finance, financial modelling, banking operations, and emerging fintech applications.

## International Business

Understand how global businesses operate by exploring international trade, finance, and supply chains across diverse markets and cultures.



## Semester 1 (Credit 20)

- Introduction to Organization Behaviour (Credit 4)
- Principles of Economics – I (Credit 4)
- Modern Management Practices (Credit 4)
- Principles of Marketing Management (Credit 4)
- Quantitative Techniques (Credit 4)

## Semester 3 (Credit 20)

- Fundamentals of Financial Management (Credit 4)
- Strategic Management (Credit 4)
- Business Law & Corporate Governance (Credit 4)
- Business Ethics, Sustainability, and the Circular Economy (Credit 4)
- Operations Management (Credit 4)

## Semester 5 (Credit 20)

- Design Thinking and Innovation (Credit 4)
- Environmental Studies (Credit 4)
- Essentials of IT (Credit 4)
- Elective 3 (Credit 4)
- Elective 4 (Credit 4)

## Semester 2 (Credit 20)

- English Communication (Credit 4)
- Financial Accounting & Analysis (Credit 4)
- Principles of Economics – II (Credit 4)
- Introduction to Human Resource Management (Credit 4)
- Introduction to Data Science (Credit 4)

## Semester 4 (Credit 20)

- Cost & Management Accounting (Credit 4)
- Digital & Social Media Marketing (Credit 4)
- Basics of Research Methodology (Credit 4)
- Elective 1 (Credit 4)
- Elective 2 (Credit 4)

## Semester 6 (Credit 20)

- Creativity & Storytelling (Credit 2)
- Project (Credit 4)
- Elective 5 (Credit 4)
- Elective 6 (Credit 4)
- Elective 7 (Credit 4)
- AI Tools for Managers (Credit 1)
- Excel for Decision Making (Credit 1)

The Online BBA integrates skill enhancement components across semesters to support holistic learner development. These focus on communication, analytical ability, professional effectiveness, and technology awareness ensuring learners are industry-ready upon graduation.

# Explore, Choose, and Grow

The programme allows learners to explore business domains before committing to a specialisation. This flexibility supports informed career decisions and ensures alignment between academic learning and long-term aspirations.

## Electives by Specialisation

### Business Analytics

- Data Visualisation (Semester 4, Credit 4)
- Machine Learning and AI (Semester 4, Credit 4)
- Web and Social Media Analytics (Semester 5, Credit 4)
- Data Mining for Business Intelligence (Semester 5, Credit 4)
- Programming in Python (Semester 6, Credit 4)
- Predictive Modelling (Semester 6, Credit 4)
- Natural Language Processing (Semester 6, Credit 4)

### International Business

- International Business Environment and Emerging Markets (Semester 4, Credit 4)
- EXIM Procedures and Documentation (Semester 4, Credit 4)
- International Finance (Semester 5, Credit 4)
- Cross Cultural Management (Semester 5, Credit 4)
- International Supply Chain Management & Logistics (Semester 6, Credit 4)
- International Marketing & Product Launch (Semester 6, Credit 4)
- India's Foreign Trade (Semester 6, Credit 4)

### Marketing

- Brand Management: Concepts, Strategies, and the Luxury Sector (Semester 4, Credit 4)
- Market Research and Strategic Pricing (Semester 4, Credit 4)
- International Marketing (Semester 5, Credit 4)
- Integrated Marketing Communication (Semester 5, Credit 4)
- Consumer Behavior and Marketing (Semester 6, Credit 4)
- Sales Force Management (Semester 6, Credit 4)
- Retail Management (Semester 6, Credit 4)

### Human Resource Management

- Industrial Relations and Labour Laws (Semester 4, Credit 4)
- Leadership, Change & Conflict Management (Semester 4, Credit 4)
- Recruitment and Selection (Semester 5, Credit 4)
- Talent Management and Employee Engagement (Semester 5, Credit 4)
- Organizational Development & HR Strategies (Semester 6, Credit 4)
- Organisation Culture (Semester 6, Credit 4)
- Strategic HRM (Semester 6, Credit 4)

### Finance

- Financial Markets & Financial Services (Semester 4, Credit 4)
- Commercial Banking & Fintech (Semester 4, Credit 4)
- Security Analysis & Derivatives (Semester 5, Credit 4)
- Corporate Finance (Semester 5, Credit 4)
- Financial Modeling and Analytics (Semester 6, Credit 4)
- Project Finance (Semester 6, Credit 4)
- Taxation (Semester 6, Credit 4)

### Entrepreneurship

- Global Entrepreneurship and Venture Creation (Semester 4, Credit 4)
- Family Businesses Essentials: Development & Growth (Semester 4, Credit 4)
- Social Entrepreneurship & Corporate Venturing (Semester 5, Credit 4)
- Entrepreneurial Marketing & Finance (Semester 5, Credit 4)
- Entrepreneurial Strategy (Semester 6, Credit 4)
- New Product Development (Semester 6, Credit 4)
- Business Valuation (Semester 6, Credit 4)

# Fee & Eligibility

**Program Fees :**  
₹150,000

**Semester Fees :**  
₹25,000/ Semester.  
**No of Semesters 6**

**No Cost EMI Starting :**  
₹5,834 per month.\*

## Scholarships



### **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.

## Note

- Application Fee (Non-Refundable) – ₹1,500
- Examination Fee : ₹800/- per attempt per course.
- A sum of ₹10,000/- will be collected at the time of registration as part of the total programme fee.
- 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.
- Loan application fees as applicable at discretion of loan provider.
- Loan terms are determined at the discretion of the loan provider
- Loan cancellation charges may apply, as determined by the loan provider
- Scholarships are granted as tuition fee waivers and are subject to document verification.

## 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 12/ A level or equivalent and English language requirement (ELR)

### **Cancellation and Refund Policy**

Bennett CDOE follows cancellation and refund policy as per UGC guidelines, for further details and latest updates visit [benettonline.com](http://benettonline.com)

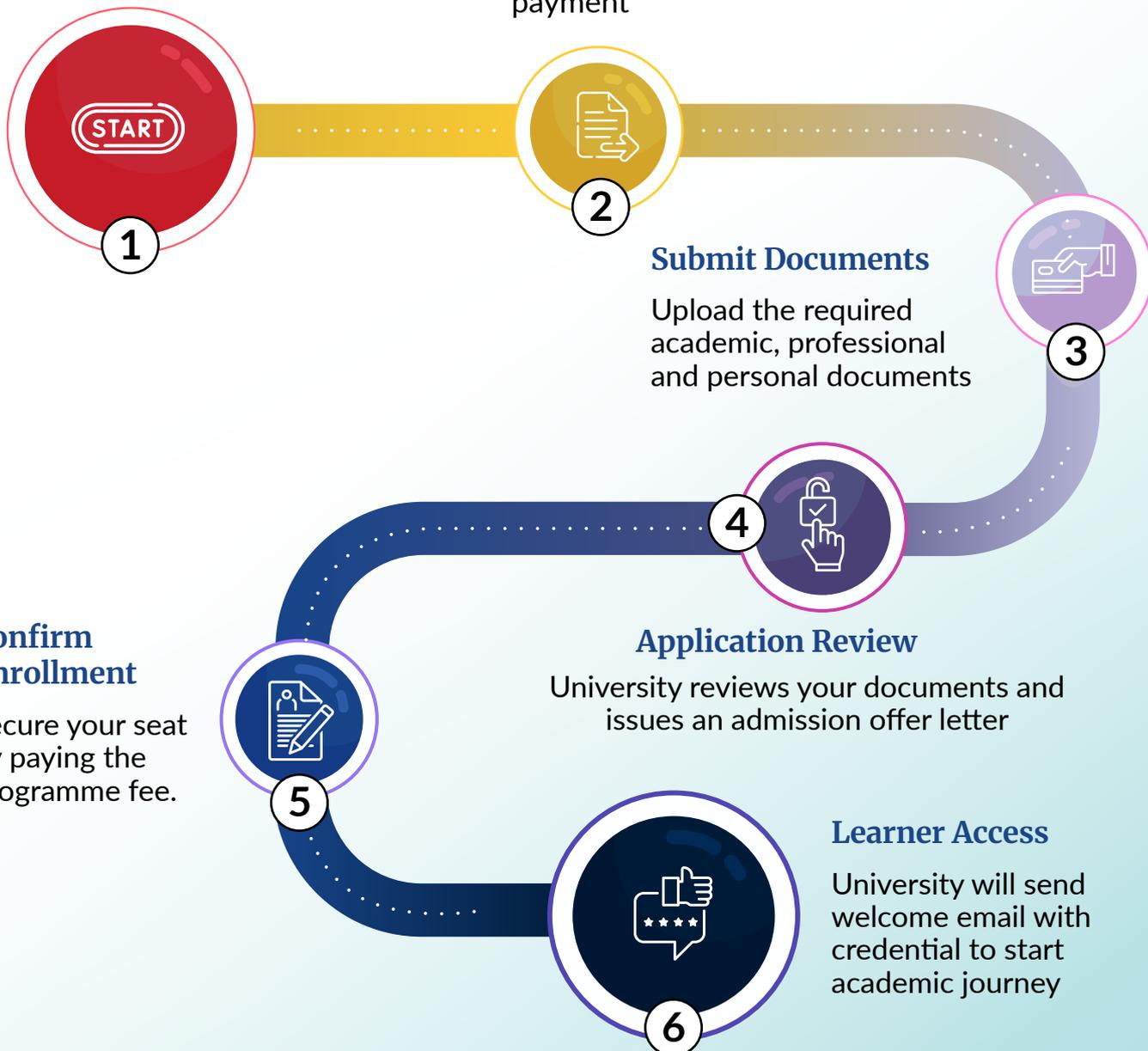
# Application Process

## Start Application

Register Online  
A Dedicated Student  
counsellor will connect  
with you

## Pay Application Fee

Complete the  
application fee  
payment

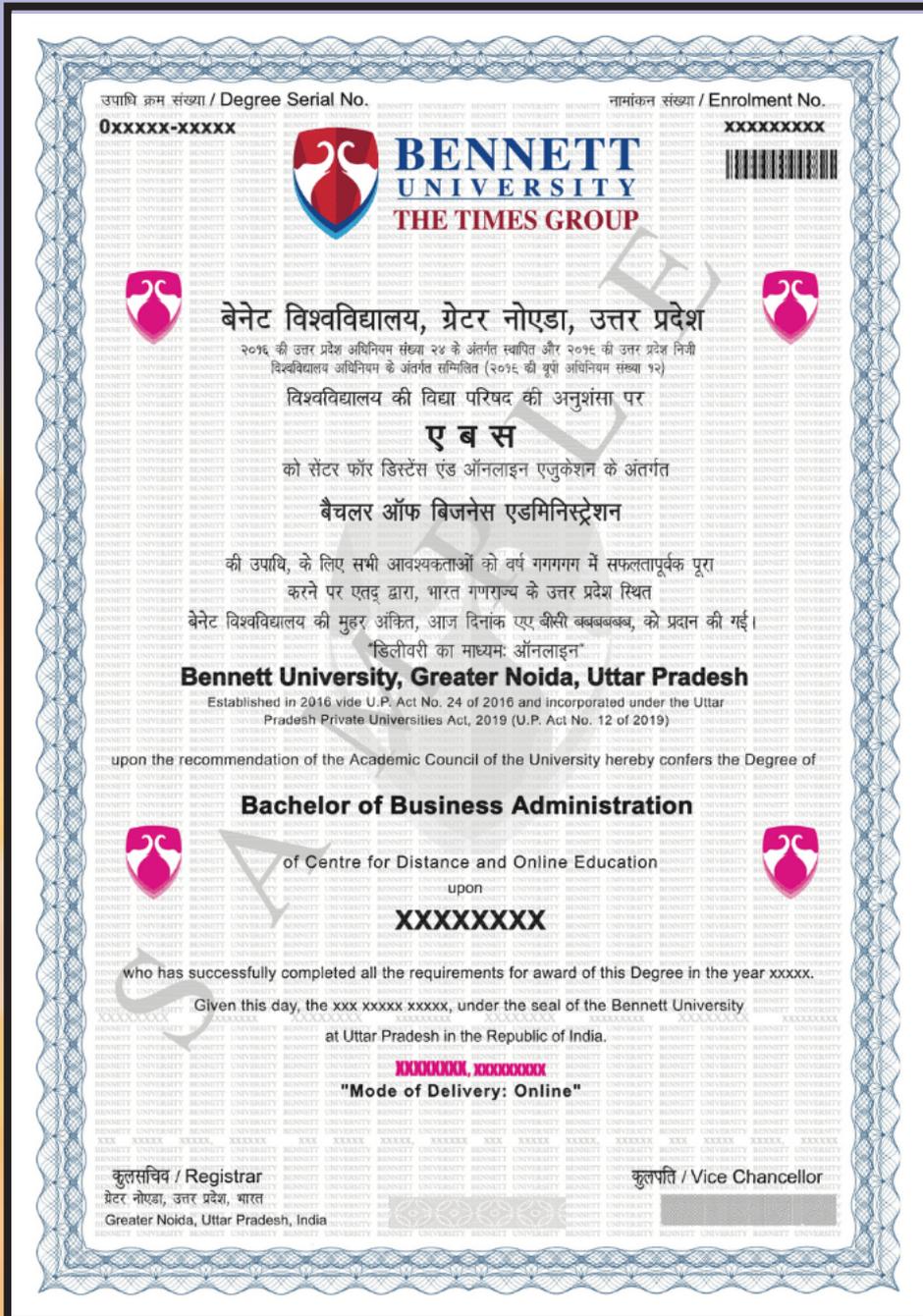


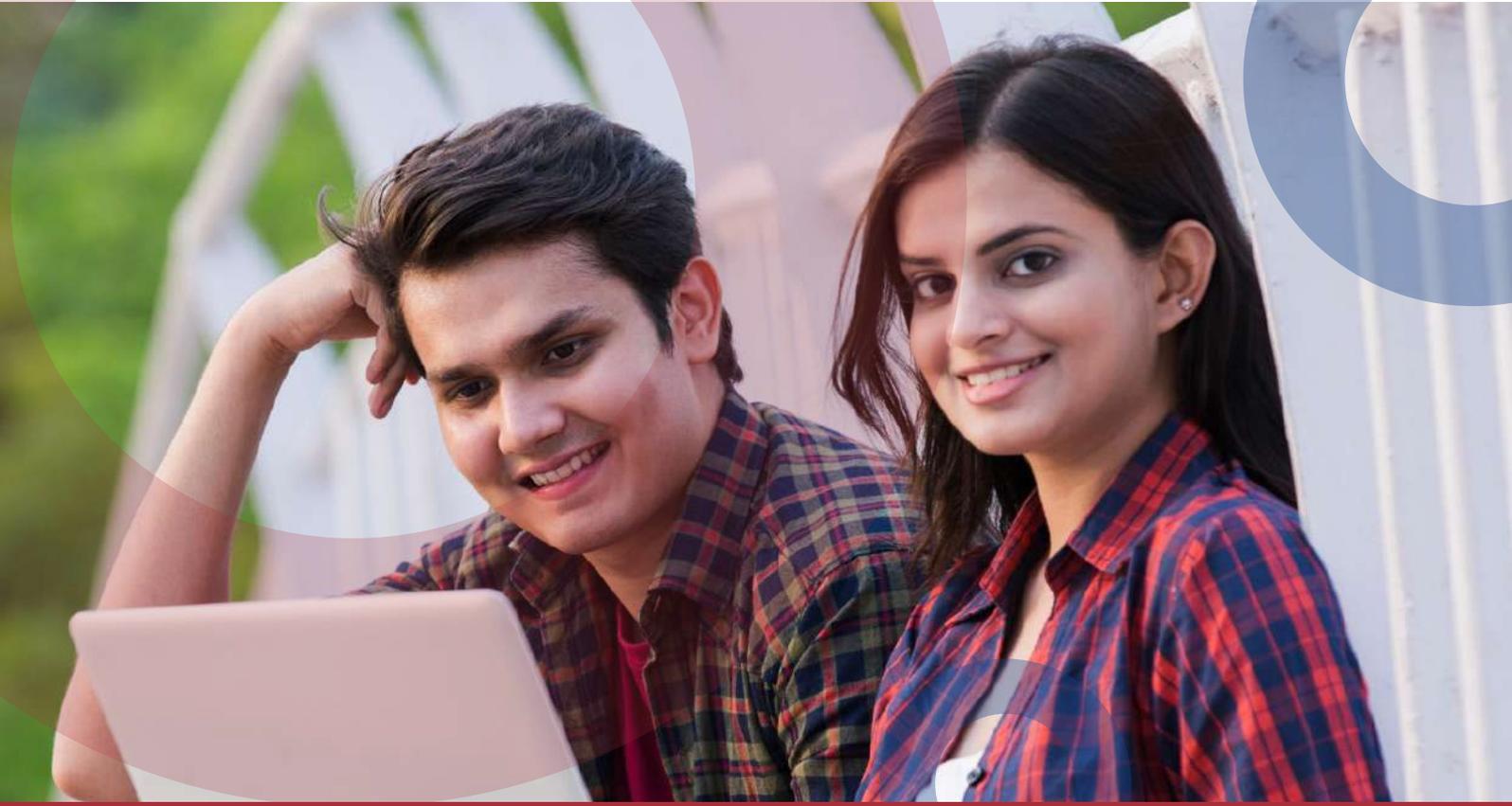
## Documents Required

- Academic Certificates & Transcripts
- Work Experience Certificates (if applicable)
- Government Photo ID (Aadhaar Card / Passport)
- Recent Passport-Size Colour Photograph
- DEB ID (Generate DEB ID via the UGC-DEB portal)

# BBA Degree

A BBA Degree from Bennett University recognises your commitment to academic excellence and future-ready learning. Awarded by a leading private university, it validates your foundation and prepares you to step confidently into the professional world.





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ACCREDITED UNIVERSITY



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