



# Online MBA

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

Accelerate Your Next  
Leadership Move.

Future Ready Degrees.  
Timeless Credibility





## **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.

# Bennett University Overview



## Vision

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



**14,000+**

Students



**10,000+**

Hostel Capacity



**90%+**

Ph. D. Faculty



**40+**

Student Led  
Clubs & Societies



**70+**

Startups Launched



**₹ 125 Cr+**

Funds Raised  
by Startups



**16+**

Sports  
Facilities



**120+**

International  
Collaborations



**1200+**

Companies for  
Placements



**68+**

Acres Futuristic  
Campus



**20+**

Corporate  
Collaborations



**50+**

Undergraduate,  
Postgraduate  
& Doctoral Programmes

# 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)



# Mr. Vineet Jain

The Times Group

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Chancellor, Bennett University & MD,  
Times Group

# BENNETT ONLINE

## 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 programs designed for current industry needs, carrying the enduring reputation of a trusted legacy institution.

## Future Ready Degrees. Timeless Credibility



“

**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.

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## Trusted

Built on the academic rigour of Bennett University

## Industry-Connected

Shaped by real-world business and industry thinking

## Future-Ready

Aligned with evolving careers and the digital economy

## 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

”

# BUILT FOR PROFESSIONALS READY TO LEAD

Crafted by academic experts and shaped by industry insight, the Bennett Online MBA empowers ambitious professionals to advance without stepping away from their careers.

Designed to combine future-ready learning with institutional credibility, the programme delivers structured leadership development through:



**Future-Ready Curriculum** aligned with global business standards and emerging industry priorities



**Rigorous Academic Framework** grounded in management fundamentals, strategic thinking, and responsible leadership



**Flexible, Immersive Learning Design** integrating live interactive sessions with on-demand access for working professionals



**Application-Led Pedagogy** driven by case studies, business simulations, and real-world problem-solving



**Diverse Specialisations & Electives** enabling focused expertise and career differentiation



**Research & Industry Projects** providing exposure to complex organisational challenges



**Structured Assessments as per UGC Norms** ensuring academic depth, continuity, and measurable outcomes



**UGC-Entitled Degree from a NAAC A+ University**, recognised and respected across industries

**This is not just an MBA.**

It is a deliberate pathway to leadership credibility in a dynamic, digital-first economy.  
**Accelerate Your Next Leadership Move.**

# HOW BENNETT ONLINE MBA ACCELERATES YOUR LEADERSHIP JOURNEY

## From Capability to Confidence. From Potential to Leadership.

Leadership is not accelerated by knowledge alone, it is shaped through perspective, practice, and responsibility. The Bennett Online MBA is structured to enable this transition deliberately and progressively.

### Accelerate Your Next Leadership Move



**Structured Management Thinking** learners develop a strong foundation across core management disciplines, strategy, finance, marketing, operations, and people management, enabling holistic decision-making rather than siloed thinking



**Real-World Business Orientation** Courses integrate case studies, industry examples, and applied assignments that mirror real organisational challenges. Learning is immediately relevant and transferable to the workplace.



**Strategic and Analytical Capability** The programme strengthens critical thinking, problem-solving, and data-led decision-making, capabilities essential for leadership roles in complex environments.



**Confidence to Lead Change** By combining academic rigour with contemporary business contexts, learners gain the confidence to lead teams, manage ambiguity, and take ownership of outcomes.



**Flexibility Without Compromise** Designed for working professionals, the programme allows learners to balance career, learning, and personal commitments, without diluting academic depth or expectations.

# WHY AN MBA MATTERS TODAY

## MBA: A Strategic Advantage in a Complex World

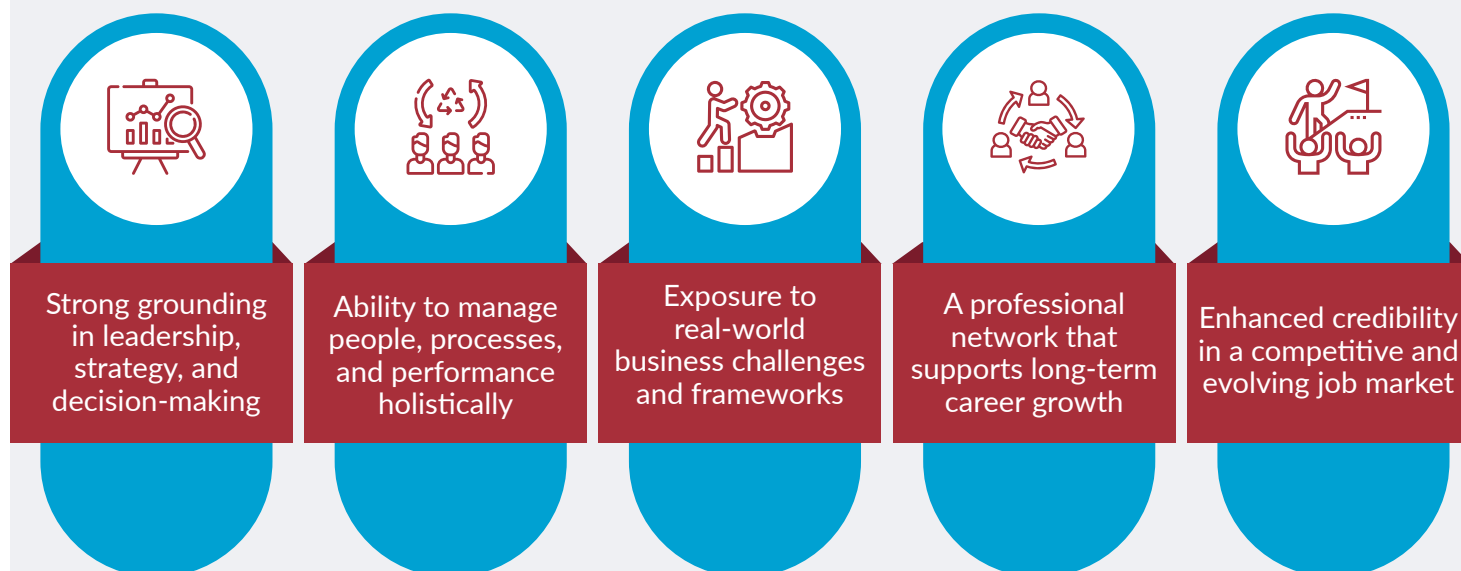
In a business environment shaped by digital disruption, global uncertainty, and rapid decision cycles, leadership demands more than functional expertise. Organisations are looking for professionals who can think strategically, lead responsibly, and adapt with clarity and confidence.

An Online MBA builds this capability deliberately and rigorously. It develops structured management thinking, cross-functional understanding, and the ability to translate insight into decisive action. More than a credential, it strengthens judgment, sharpens strategic acumen, and prepares professionals to create sustainable impact while delivering long-term value for organisations and society.

At Bennett Online, the MBA is designed not merely as a qualification, but as a transformative leadership journey, one that combines future-ready learning with the enduring credibility of a trusted university.



## Key outcomes of pursuing an MBA today:



# WHY AN ONLINE MBA FROM BENNETT UNIVERSITY

## Where Future-Ready Learning Meets Institutional Credibility

Bennett Online is the digital extension of Bennett University, built to deliver university-led, academically rigorous education in a flexible, learner-first format.

Backed by the Times Group's legacy of trust and Bennett University's academic excellence, the Online MBA blends credibility with contemporary relevance. It allows professionals to advance their careers without stepping away from work, while maintaining the standards expected from a leading university.

This is not a shortcut MBA. It is a full, UGC-entitled degree, delivered online with purpose, structure, and academic depth.

### What makes Bennett Online MBA distinct:



# WHO IS THIS MBA FOR?

## Designed for Professionals Ready to Step Forward

The Bennett Online MBA is designed for individuals who are no longer satisfied with incremental growth, and are ready to move into roles of greater responsibility, influence, and leadership.

### This programme is ideal for:

#### Early to Mid-Career Professionals

- 2–10 years of work experience
- Looking to move from execution to decision-making roles



#### Functional Specialists

- Professionals in marketing, finance, operations, HR, analytics, media, or technology
- Seeking cross-functional business understanding and leadership capability



#### Career Transitioners

- Individuals aiming to shift domains or take on broader managerial roles
- Professionals preparing for leadership in a digital-first economy

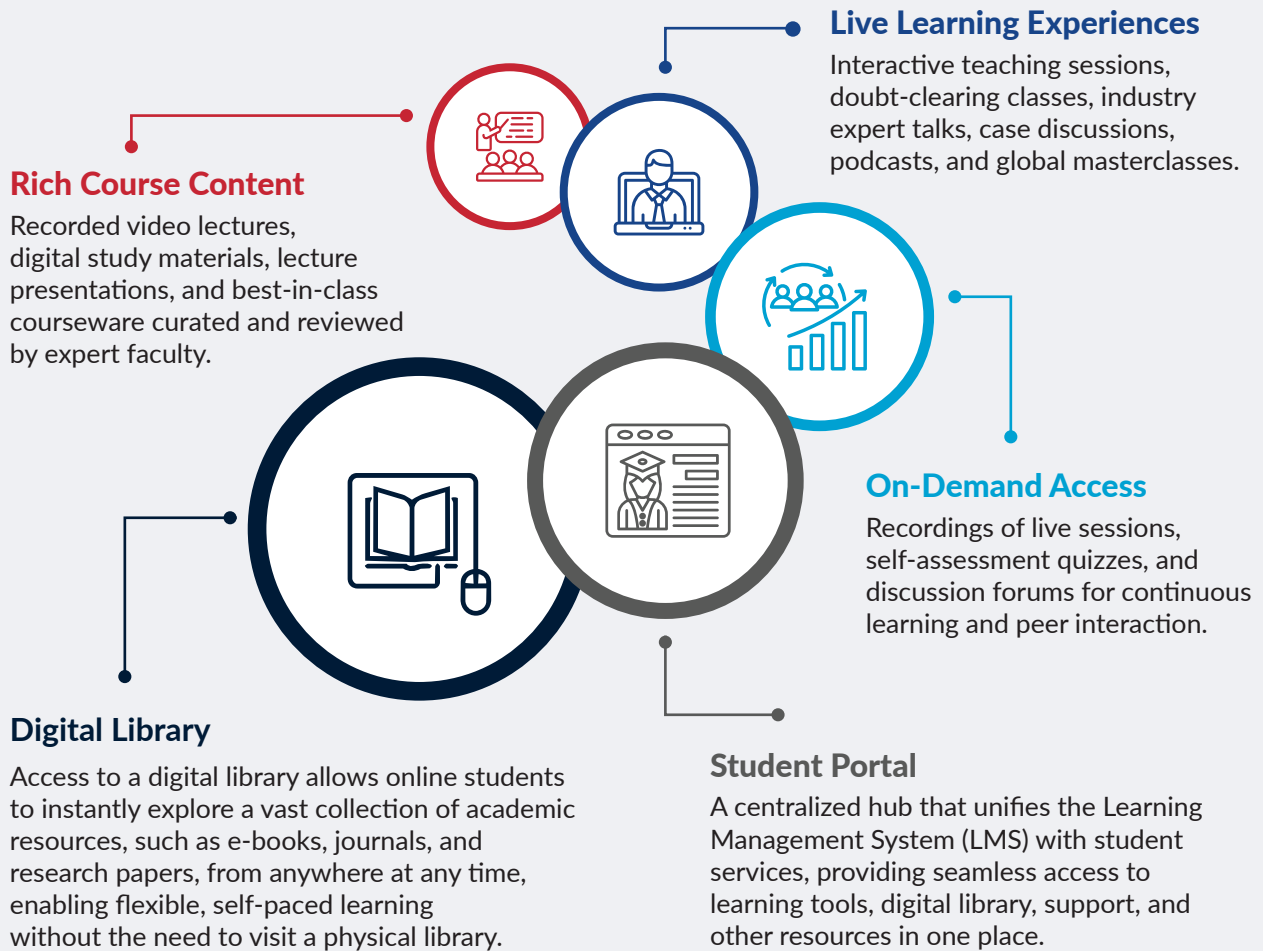


#### Entrepreneurs & Aspiring Leaders

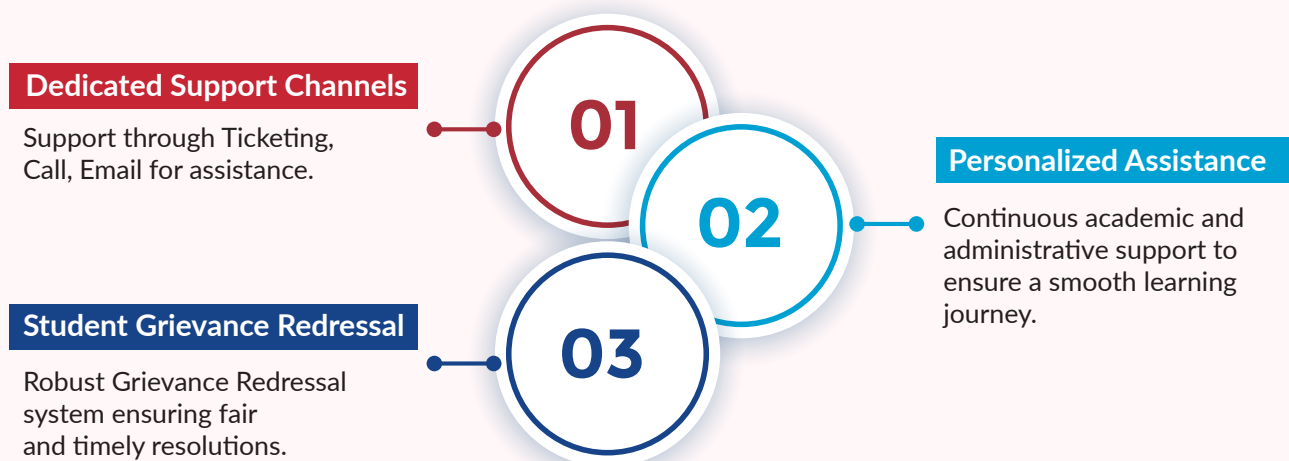
- Founders, family business members, or professionals building ventures
- Looking for structured management thinking and strategic clarity

# LEARNING EXPERIENCE

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



## Learner Support



# BENNETT ONLINE FINISHING SCHOOL

Go beyond learning with a complete career ecosystem designed to help you stand out, transition, and grow.



Build a Strong Profile



Access Job Opportunities



Practice AI Interviews



Built-In structured career support to help you move forward with confidence



Designed for freshers, professionals, and career switchers



Guided by industry experts & proven frameworks



Focused on real outcomes: interviews, offers, and growth



Build a Strong Foundation

Career Services (CS) Modules:

- Resume & Cover Letter Building
- LinkedIn Profile Optimization
- Job Search Strategy
- Interview Preparation

Exclusive Career Guides:

- Business Analytics & Data Science
- Digital Marketing
- Product Management

Key Features:

- Personalized CV & LinkedIn feedback
- Industry expert-led sessions
- Editable CV templates



Enhance Your Job Search

Job Portal\*:

- Priority Profile Visibility
- Built-in Resume Builder
- Recruiter Connections
- Verified Opportunities
- Track Your Applications



\*Conditions apply



Practice. Improve. Succeed.

AI Mock Interview Program:



Freshers: HR & functional interview practice



Career Switchers: Build transferable skills



Growth (IJP): Prepare for promotions & leadership



Turn Learning into Career Outcomes

With the right tools, guidance, and practice—you're not just prepared, you're ahead.



Take the next step in your career journey →

**Disclaimer :**

The career services offered are intended to support learners in their job search and professional development. Bennett University (Online Programs) does not provide placement services or guarantee job placements, internships, interviews, or employment outcomes. Any outcomes are dependent on individual efforts, qualifications, and market conditions. Access to this module will be granted to students in the final semester of the program.

These services are provided at the discretion of the University. The University reserves the right to modify or discontinue any part of these services at any time without prior notice. By enrolling in the program, learners acknowledge and accept these terms.

# BENNETT UNIVERSITY

## RECRUITMENT PARTNERS

### Powering Dreams. Shaping Careers.

Bennett University Campus Programs has emerged as a preferred destination for leading recruiters across industries, reflecting the strong industry trust and corporate recognition the institution has built over the years. The consistent participation of renowned companies in campus recruitment initiatives highlights Bennett University's commitment to academic excellence, industry relevance, and future-focused learning.

Students pursuing the Full-Time MBA and Full-Time BBA programs at Bennett University Campus gain strong industry exposure through internships, live projects, corporate interactions, and experiential learning opportunities designed to prepare them for the modern business world.

The presence of leading recruiters and long-standing corporate relationships stands as a testament to the strength of Bennett University and its growing reputation as a hub for emerging business talent.

### Some of our Esteemed Recruiters for Full-Time MBA & BBA Programs

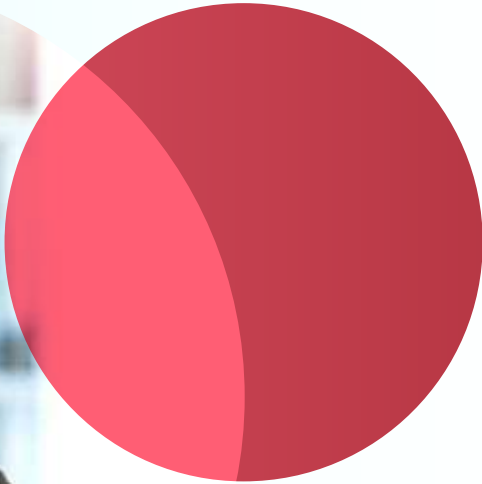


#### Disclaimer :

Recruiter names, logos, and placement associations displayed on this page relate exclusively to the Full-Time MBA and Full-Time BBA programmes at Bennett University campus. They are intended to reflect the University's industry engagement, corporate relationships, and recruiter participation across management education, and should not be construed as employment guarantees or hiring commitments for online programmes.

# PROGRAMME STRUCTURE

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Lead Strategically.  
Advance Confidently

Programme  
Duration

**2** Years

Programme  
Completion Validity

**4** Years

Total Programme  
Credits

**86**

No. of  
Semesters

**4**

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

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## **Business Analytics**

Master data-driven decision-making and predictive insights.

## **Media Management**

Lead digital, entertainment, and media business strategy.

## **Sales and Marketing**

Drive growth through branding, strategy, and customer insights.

## **Finance**

Build expertise in corporate finance and investment strategy.

## **Human Resource Management**

Shape organizational culture and lead people transformation.

## **Logistics & Supply Chain Management**

Manage operations with global supply chain leadership skills.

# CURRICULUM

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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).

# DECIDE. SPECIALISE. LEAD

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## Electives by Specialisation

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

Programming for Analytics (Sem 3)  
Text Mining, Data Mining, and Visualization (Sem 3)  
AI, Machine Learning, and Deep Learning (Sem 3)  
Applied Operations and Supply Chain Analytics (Sem 4)  
AI-Driven Business Analytics and Digital Modelling (Sem 4)

### Media Management

Digital Media and Media Cost Management (S4)  
Media Production and Entertainment Management (S4)  
Sports, Events, and Entertainment Marketing (S4)  
Media Analytics and Distribution Strategy (S4)  
Media Planning and Buying (S4)

### Sales and Marketing

Understanding Consumers and Strategic Brand Management (S4)  
Digital and Integrated Marketing Communications (S4)  
Sales, Distribution, and Retail Management (S4)  
Marketing Analytics and Sustainability (S4)  
Industrial and Services Marketing (S4)

### Human Resource Management

Talent Acquisition and Workforce Planning (S4)  
Learning and Development (S4)  
Compensation, Benefits, and Performance Management (S4)  
Strategic HRM and Organizational Change (S4)  
Employee Relations and HR Analytics (S4)

### Logistics & Supply Chain Management

Supply Chain Management and Sustainability Analytics (S4)  
Transportation and Multimodal Logistics Management (S4)  
Warehousing, Inventory, and Distribution Management (S4)  
Logistics Strategy and Documentation Systems (S4)  
Purchasing and Inventory Management (S4)

### Finance

Financial Analysis and Business Valuation (S4)  
International Finance (S4)  
Investment Analysis and Portfolio Management (S4)  
Behavioural Finance and Wealth Management (S4)  
Banking and Financial Risk Management (S4)

*Note: All electives carry 4 credits each.*

*Note: S3 and S4 denote Semester 3 and Semester 4, respectively.*

# FEE & ELIGIBILITY

Programme Fee :  
₹210,000

Semester Fees :  
₹52,500/ Semester.  
No of Semesters 4

No Cost EMI Starting:  
₹8,334/month

## Scholarships



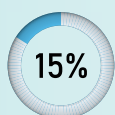
### Defence Scholarship : 20%

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
- A sum of ₹10,000/- will be collected at the time of registration as part of the total programme fee.
- 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.
- 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 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

## 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 student counsellor will connect with you.

1

START

## Pay Application Fee

Complete the application fee payment

2



## Submit Documents

Upload the required academic, professional and personal documents

3



## Application Review

University reviews your documents and issues an admission offer letter

4



## Complete Enrollment

Secure your seat by paying the programme fee.

5



## Learner Access

University will send welcome email with credential to start academic journey

6



## 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)

# MBA DEGREE

An MBA Degree from Bennett University recognises your commitment to leadership excellence and future-ready business capability. Awarded by a leading private university, it validates your strategic foundation and strengthens your professional credibility for advanced managerial and leadership roles.



# HOUSE OF BRANDS



Backed by India's Largest Multimedia Group.






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ONLINE**  
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Greater Noida 201310, UP. India.
-  [admissions@bennettonline.com](mailto:admissions@bennettonline.com)
-  1800-103-8484

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