



**BENNETT**  
UNIVERSITY  
THE TIMES GROUP

Postgraduate

NOT JUST A  
**DEGREE**

BE A SOUGHT  
AFTER  
**MBA**  
GRADUATE

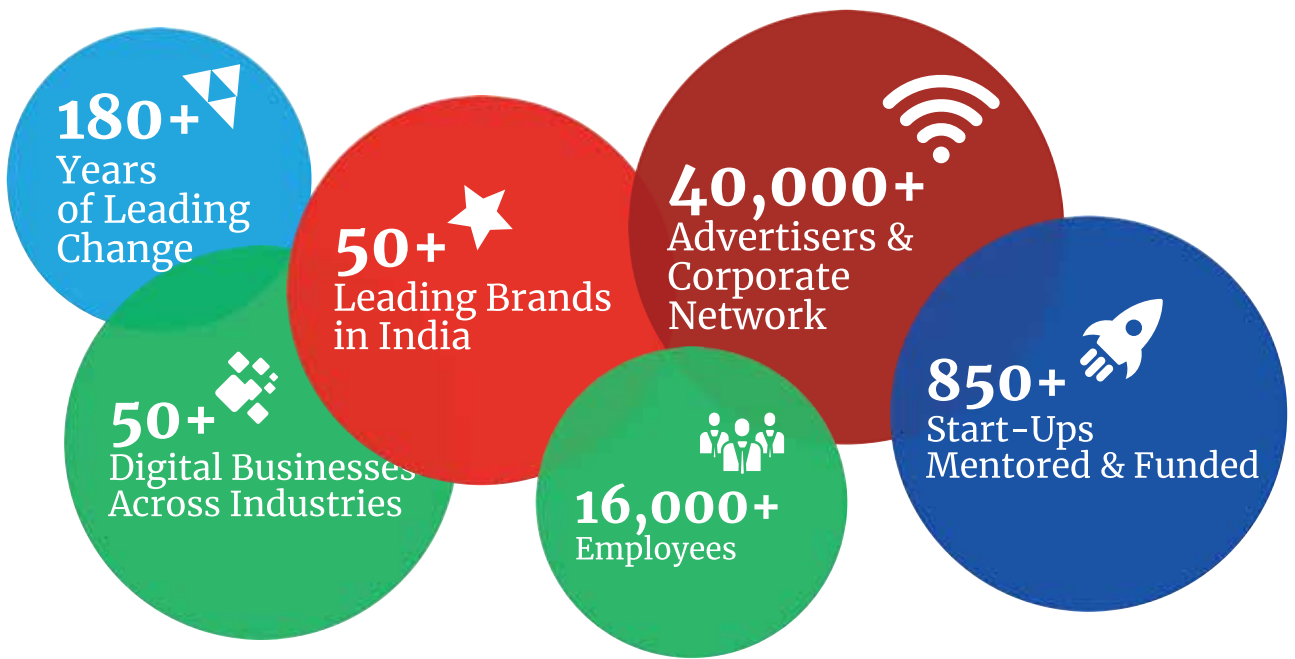


# A PEERLESS LEGACY OF 180+ YEARS OF THE TIMES GROUP OF LEADERSHIP AND INNOVATION IS EXTENDED TO BENNETT UNIVERSITY

Bennett University was established in 2016 under the aegis of the Times Group. Backed by a legacy spanning more than 180 years, Bennett University is committed to create leaders for the 21st Century who not only deliver professional excellence but are also well-rounded individuals who can think critically about issues from multiple perspectives. Extending the core journalistic principles of Trust, Knowledge and Public Service, Bennett, Coleman and Co. Ltd. (BCCL), has continually undertaken initiatives for the betterment of Indian society.

**Bennett University education carries a strong emphasis on foundational knowledge, thorough academic research based on rigorous pedagogy and hands-on experience with real-world challenges.** The synthesizing nature of the curriculum allows the student to learn by making connections between ideas and concepts across different disciplinary boundaries. The interdisciplinary structure at Bennett is designed to enable the integration of ideas & the characteristics from across disciplines. At the same time, it addresses students' individual differences and helps to develop important, transferable skills.





## MASTER CLASSES BY THE TIMES GROUP EXPERTS

|                |                      |                                       |                    |
|----------------|----------------------|---------------------------------------|--------------------|
| TIMES INTERNET | MXPLAYER             | gaana                                 | cricbuzz           |
| ET NOW         | TEACH INDIA          | TIMES NOW                             | media.net          |
| DIVA           | THE TIMES OF INDIA   | MN+ HD<br>THE GOLD CLASS              | TIMESJOBS          |
| ZOOM           | NBT<br>नवभारत टाइम्स | Romedy NOW                            | mediawire          |
| MENSXP         | महाराष्ट्र टाइम्स    | 98.3 FM<br>RADIO MIRCHI<br>It's Hot!  | mint               |
| MIRROR NOW     | junglee pictures     | BENNETT UNIVERSITY<br>THE TIMES GROUP | THE ECONOMIC TIMES |



# ABOUT MBA PROGRAM

Bennett University's MBA is India's most contemporary program focused on creating entrepreneurs, business leaders, and global management professionals of tomorrow.

The program's vision is to infuse global and industry focus that ensures our students take confident first steps towards the future.

## SPECIALIZATIONS IN



Marketing



Finance



Business  
Analytics



Media  
Management



**Industry Relevant  
Certifications**



**International  
Immersion Programs**



**102  
Credits**



**32  
Courses**



**1428  
Contact Hours**

## MBA SECTORAL (2 YEAR)



MBA Banking Financial Service  
& Insurance



MBA Logistics & Supply Chain  
Management



**1<sup>st</sup> Year**  
Application-Based  
classroom learning



**2<sup>nd</sup> Year**  
Experiential learning through  
placement opportunity\* (Full Time)

# WHY MBA AT BENNETT



Program Powered by **The Economic Times**



**Business Simulations by Harvard University**, Live Projects, and case-based teaching to develop an innovative mindset



Learning on **specialization specific software**



**Certification Programs** by Purdue University and IIM Bangalore



Opportunity to participate in **Times Group Industry Events**



**Internships and placement** opportunities through a strong corporate network



**90% faculty are Ph.D.** from globally acclaimed institutions & mentorship by **CXOs from leading corporates**



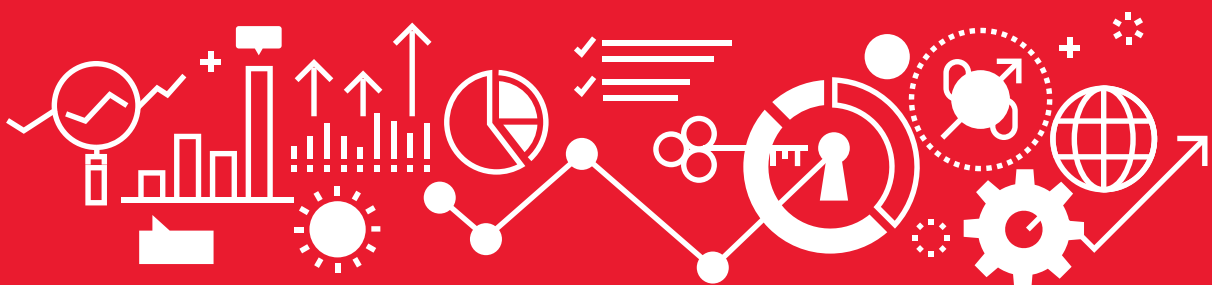
Mentorship by **CXOs from 40+ companies**



Industry interface through **Times of India Group**



**Entrepreneurship support** through Bennett Hatchery, Govt. of India nominated research & innovation centre.



# MBA Specializations



## Media Management

The students of Media Management are trained to understand the media's business aspects with practical skills to plan and run an efficient media organization while considering the realities of different media markets, challenges faced with securing financial means to operate independently and produce quality content.



## Business Analytics

The curriculum of Business Analytics aims to develop knowledge and impart skills in descriptive, prescriptive, and predictive business modeling by applying the latest tools/techniques and software to analyze and solve problems, improve business, and implement organizational changes.



## Marketing

In Marketing, students develop in-depth knowledge and skills in understanding consumer behavior, segmenting consumer and business markets, pricing, advertising, brand management, sales promotion, public relations, integrated marketing communications, marketing mix, and growth strategy.



## Finance

The specialization in Finance imparts knowledge on the framework and concepts of financial management and financial decisions based on fundamental principles of modern financial theory, emphasizing problem-solving skills, application of financial analysis tools, and techniques to decision making.





**BENNETT'S  
FIRST  
MBA BATCH  
VISITS THE  
PRESTIGIOUS  
WHARTON  
SCHOOL**

## MBA IMMERSION PROGRAM

### Summer School

Opportunity to participate in a summer school in the university abroad. It will be an immersion program of 10 to 15 days.

### Study Abroad Program

Opportunity to study multiple courses over one to two months at an international university.

## INTERNSHIPS FOR MBA STUDENTS

Bennett University organizes internship programs for all MBA students at reputed organizations. Our association with the Times Group and strong industry connection enable us to position our students in leading organizations at different verticals. The internship opportunities with global organizations allow students to get holistic experience working in real-life situations.

We are associated with some of the Best Brands Globally.





# BENNETT ADVANTAGE

## PLACEMENT AND SUMMER INTERNSHIPS

HIGHEST PACKAGE  
OFFERED

₹ 20.7 LAC/YR

AVERAGE  
PACKAGE

₹ 7.5 LAC/YR



## INTELLECTUAL RIGOR

Academic Collaboration with  
International Universities:



## BUSINESS SIMULATIONS & LEARNING TOOLS

Experiential learning tool to learn by running a virtual business in an interactive, risk-free, and realistic environment. Simulations specific to management/business functional area are finance, accounting, IT, negotiation, entrepreneurship, strategy are used for teaching learning purpose.

**Learning Tools - Simulations by Harvard Business Publishing Education, Markstrat Simulation**

## LIVE PROJECTS

Work in an organization in a real-time environment to develop skills and gain industry experience and insights.

Students get the opportunity to work on Live Projects with reputed national and international companies.

## IN-DEMAND TECH SKILLS

**Business Analytics:** R, Python, Tableau, MS Project, Analytic Solver Optimization +Simulation, Microsoft Power BI

**Marketing:** IBM SPSS & AMOS, R

**Finance:** EViews, SAS & R

**Media Management :** IBM SPSS, R



## STRONG INDUSTRY CONNECT

Participation in industry events provide 360-degree exposure.  
Industry events in which our students have participated :

- **World Economic Forum 2020**
- **Times Now Summit 2020**
- **Global Business Summit 2019**
- **ET Rural Strategy Summit 2018**
- **Times LitFest** (Delhi, Kolkata, Chandigarh)
- **Mirchi Music Awards**
- Industry Conclave on **Impact of Technology on HR Practices**
- **Startup Expo 3**
- **India Economic Conclave 2018**

### Master Classes by :

- **Mr. Vikas Gupta**, Managing Director, Wiley India
- **Mr. Rajesh Bharat**, Executive director & Partner IBM
- **Mr. Muruganandam Ramanathan**, Associate Director-R & Development Pepsico India Holdings
- **Mr. Aman Nanda**, Chief Strategy Officer, Times Group
- **Mr. Aditya Lal**, Head South and West, Brand partnerships, Marketing and Licensing, Sony Music Entertainment
- **Ms. Divya Dixit**, Senior Vice- President & Head Marketing at ALTBalaji
- **Ms. Monika Halan**, Consulting Editor, Mint
- **Mr. Mino Thomas**, Head, Talent Acquisition, HP
- **Ms. Heena Raval**, Senior Director- Data Sciences, Machine Learning & AI, CA Technologies
- **Mr. Saubhik Chakrabarti**, Associate Executive Editor of The Economic Times



## YEAR 1 CORE MBA

## YEAR 2 SPECIALISATION MBA

01

### Core

- Quantitative Methods for Business
- Financial & Management Accounting
- Micro Economics
- Marketing Management
- Information System in Business
- Financial Management
- Macro Economics
- Business Research Methods
- Operations Management
- Strategic Management
- Design Thinking
- Ethics and Governance
- Human Resource Management
- Business Law
- Organizational Behaviour

02

### Certifications

Post Graduate Program in **Digital Marketing** from **Purdue University**, co-created with Facebook and Harvard Publishing. Successful completion leads to membership of the Purdue Alumni Association (SL)

Post Graduate Program in **Business Analysis** by **Purdue University**, co-created with IBM. Successful completion leads to membership of the Purdue Alumni Association (SL)

03

### General Electives

- International Business
- Project Management
- Launching and Managing Start-up
- E-commerce

01

### Marketing

Consumer Behaviour | Product & Brand Management | Sales & Distribution Management | Integrated Marketing Communications | Digital Marketing | Services Marketing | B2B Marketing | Strategic Marketing | Marketing Analytics | Retail Management

### Finance

Financial Risk Management | Investments | Valuation | BFSI & Fintech | Financial Analysis & Planning | Mergers | Acquisitions & Corporate Restructuring | Fixed Income Securities | International Finance | Financial Analytics | Project Finance

### Business Analytics

Introduction to Data Analytics | Applied & Advanced Statistics | Programming in R & Python | Data Management & Exploratory Analysis | Data Visualization and Story Telling | Data Mining & Machine Learning | Analytics Applications in Business Functions & Business Verticals | AI Techniques in Analytics | Text & Social Media Analytics

### Media Management

Media Marketing and Distribution | Media Planning & Buying | Media Research | Media Cost Management and Control | Advertising | Campaigns & Event Management | Digital Media | Print Media | Broadcast Video (TV) | Broadcast Audio (Radio) | Media Operations

02

### Live Projects

- Short term value added projects assigned by companies to students, shortlisted through a proper selection procedure.
- Students undertaking the project work under direct supervision of industry mentor.

## YEAR 1 CORE MBA

## YEAR 2 SPECIALISATION MBA

03

### International immersion Program

**Summer School:** Participation in a summer school in one European University. It will be an immersion program of 10 to 15 days and carry one credit.

**Study Abroad Program:** Students get the opportunity to study two credit-based courses over one to two months at any international university.

04

### Business Simulation

- Simulations by Harvard Business Publishing Education
- Markstrat Simulation

**Business Simulations used for learning purpose are specific to Management/Business functional areas of Finance, Accounting, IT, Negotiation, Entrepreneurship, Strategy like**

- Strategy Simulation
- Global Supply Chain Management
- Change Management Simulation

05

### Marketing Certifications

**Advanced Social Media Marketing Certificate**, suitable for marketing managers, digital marketing executives, content writers, marketing and sales professionals, and entrepreneurs

**Advanced Mobile Marketing Certificate** is suitable to build the skills required for mobile marketing, including campaign management, app marketing, mobile advertising, content marketing, location-based marketing, responsive website designs, and mobile marketing analytics.

### Finance Certifications

**NSE Certification in Online Equity Research Analysis** provides an understanding of capital market & Industry Analysis. (NSE)

**Banking and Financial Markets: A Risk Management Perspective** by IIM Bangalore leading to Foundation in Financial Risk (FFR) certification (IIMBX)

### Business Analytics Certifications

**Data Visualisation** Program leads to **Tableau Certification**. This certification leads to gaining expertise in the field of analytics, as data analysts, data scientists, BI & reporting professionals, & project managers.

Post Graduate Program in **Lean Six Sigma** by Isenberg School of Management, University of Massachusetts Amherst.

### Media Management Certifications

Post Graduate Program in **Project Management** from **University of Massachusetts** Amherst co-powered by Harvard Publishing.

**Advanced Social Media Marketing Certificate**, suitable for marketing managers, digital marketing executives, content writers, marketing and sales professionals, and entrepreneurs (SL)



# MBA BFSI PROGRAM OVERVIEW

The Banking, Financial Services and Insurance (BFSI) industry is the backbone of any economy. Indian BFSI sector witnessed significant growth in the past few years and is all set to grow exponentially in the near future, given the burgeoning Indian economy which is poised to become the third-largest economy of the world by 2030. However, to effectively cater to this exponential growth, there is a pressing need to develop highly-skilled managers to lead organisations in the fast-paced and ever-changing business environment. MBA (Banking and Financial Services) program offered by TimesPro in association with Bennett University is aimed at creating and nurturing such highly-skilled future business leaders to meet the challenges of dynamic corporate India.

With intensive project-driven classroom training in the 1st Year and full-time On-the-Job Training (OJT) focused on experiential learning in the 2nd year, the participants will gain the right skill sets to navigate effectively in the workplace and thereby add great value to the organisations.



# MBA LSCM PROGRAM OVERVIEW

As efficient logistics and supply chain management is critical for most businesses, there are opportunities galore for professionals with domain expertise in India's Logistics & Supply Chain Management sector.

However there is a large gap between demand and supply of qualified and trained SCM professionals.

To cater effectively to the growing demand in the sector, Bennett University launched an exclusive program, MBA Program in Logistics & Supply Chain Management (MBA LSCM).





# MBA

**BFSI**

**LSCM**

**01**

## Work Integrated program structure

### 1<sup>st</sup> Year

Application-Based classroom learning

### 2<sup>nd</sup> Year

Experiential learning through placement opportunity\* (Full Time)

**02**

## Programme Highlights

- Curriculum mapped to BFSI industry requirements
- Fulltime, paid, On-the-Job-Training from the 2nd Year
- **BFSI:** Preparation for Prepaid Industry Certifications (NiSM-4 modules & DBF)
- **LSCM:** Industry-recognised NSDC & LSC certifications\*
- Career support & placement services
- Innovative fee payment options (LEAP)

**03**

## Learning Journey

- Application/ Admission
- **Year 1**  
Theoretical Concepts (35%)+  
OJT Prep Practical Learning (65%)+  
OJT Orientation
- **Year 2**  
Begin fulltime, paid OJT
- **Degree Awarded**  
Placement Opportunity with OJT  
Partner or other BFSI/ LSCM companies

**04 LSCM**

## MBA LSCM Specific Subjects

- Logistics & Supply Chain Management
- Production & Operations Management
- Purchasing & Inventory Management
- Supply Chain Management
- Logistics Strategy & Planning
- Warehousing & Distribution Facilities Management
- Logistics Documentation System

**04 BFSI**

## MBA BFSI Specific Subjects

- Retail Banking, Corporate Banking
- Treasury and Foreign Exchange Management
- Core Banking Solutions
- Legal & Regulatory Aspects of Banking
- Financial Planning & Wealth Management
- Credit & Risk Management
- International Trade & Finance

**05**

## Optional LEAP

- Learn, Earn and Pay
- Pay **year 1** fees. Pay **year 2** fees after placements

# MBA

## ADMISSION SCHOLARSHIPS

| Scholarship Range | CAT/XAT Percentile | CMAT/ MAT/ NMAT Percentile | GMAT Score | Graduation Percentage |
|-------------------|--------------------|----------------------------|------------|-----------------------|
| 50%               | >80                | >85                        | >601       | >75                   |
| 30%               | 75-79.99           | 80-85                      | 551-600    | 65-75                 |
| 20%               | 70-74.99           | 75-80                      | 500-550    | 55-65                 |

### ELIGIBILITY

- Passed Graduation in any discipline from recognised university with minimum 50% marks

### SELECTION PROCESS

- **Selection will be based on** weighted score of CAT/XAT/NMAT/MAT/CMAT/GMAT/BUMAT score  
**AND**  
Graduation Score  
**AND**  
Personal interview conducted by Bennett University

## MBA BFSI/ LSCM

### ELIGIBILITY & SELECTION PROCESS

- 50% aggregate score in 10th, 12th and UG / PG.
- 50%ile in CAT/MAT/XAT/CMAT/NMAT examinations . Alternatively the candidate has to appear in TAP test and secure minimum 50%.
- Graduates with/without any professional experience can apply
- Final year graduates can also apply. In case appearing in Graduation exam in 2022, the student should not have any back log till pre final year
- Graduation should be from any of the recognized and approved Indian or Foreign Universities.
- Age less than or up to 26 years as on start date of Program. (10 Aug 2022)



# CAMPUS LIFE

AN IMMERSIVE LEARNING & LIVING EXPERIENCE  
SPREAD ACROSS **68 ACRES**



**1700+ A/C Rooms**

Fully furnished, air-conditioned hostel rooms



**2500+ Seating Capacity**

Dining hall with multi-cuisine vegetarian menu



Multiple common lounges



**32+ Clubs**

Enriching Student Clubs and Societies



**2 Multi-media Library**

Exhaustive Library



**40+ Labs**

State-of-the-art Laboratories, Moot Court and Studios matching Industry Standards



**10+ Re-creational Courts**

Sports facilities include Swimming Pool, Lawn Tennis Courts, Football Ground, Air Conditioned Indoor Basketball, Badminton and Squash Courts



**Learn from achievers to craft your success story**

# BU Post Graduate Programms

## **MBA**

## **MCA**

Integrated

## **MTech + PhD**

PGD in

## **Advertising and Marketing**

PGD in

## **Digital Journalism**

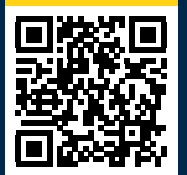
BU *Fellowship*

*programme* in

## **Liberal Arts 1yr**

Start  
{exploring

SCAN TO APPLY



### **Bennett University**

Plot No. 8-11, TechZone II, Greater Noida- 201310,  
Uttar Pradesh, India.

[www.bennett.edu.in](http://www.bennett.edu.in)

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