



BENNETT
UNIVERSITY
THE TIMES GROUP

NAAC
GRADE A+
ACCREDITED UNIVERSITY

MBA

**WHERE BUSINESS, INNOVATION
& LEADERSHIP CONVERGE**



THE TIMES GROUP



THE TIMES GROUP

A 186+ YEAR JOURNEY OF LEADERSHIP,
INNOVATION & GROWTH MARCHES ON!

1835-95

1838 The original precursor of The Times of India (TOI) is launched as The Bombay Times and Journal of Commerce.



1861 The paper acquires The Telegraph and Courier to form Bombay Times & Standard & is then renamed as The Times of India. A truly national platform is born.

1892 TJ Bennett partners with FM Coleman to form Bennett, Coleman & Co Ltd (BCCL).

1940-86

1946 Ramkrishna Dalmia buys BCCL & the paper passes from British to Indian hands.



1947 Launch of Hindi newspaper Navbharat Times & the Delhi edition of The Times of India

NBT
नवभारत टाइम्स

1952 Movie industry magazine Filmfare is launched.

FILMFARE

1954 First edition of the iconic Filmfare Awards, to honour artistic & technical excellence in the Hindi-language film industry. These became an institution with the upgradation and broadcast of not just the national Filmfare Awards, but also their regional variants.

1987

1955 Sahu Shanti Prasad Jain buys BCCL from his father-in-law Ramkrishna Dalmia.



1959 Femina, magazine for women, is launched.

FEMINA

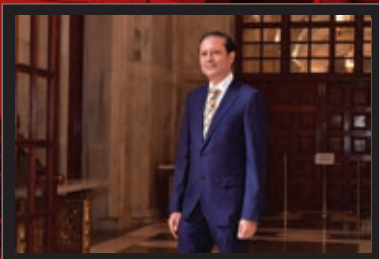
1961 The Economic Times, No. 1 business newspaper in India, is launched.

THE ECONOMIC TIMES

1962 Marathi newspaper Maharashtra Times is launched.

महाराष्ट्र टाइम्स

1964 The first Miss India pageant is held. This became a pathbreaking platform for women's empowerment, especially when it was telecast across the country in later years.



In 1987, a brand new era began with **Vineet Jain** joining the BCCL Group, transforming it from a newspaper and magazine company into one of the largest media and education conglomerates, with leadership across **Print, Radio, Digital, TV, and Out of Home Media.**

1988-2004

1990 Times School of Marketing is launched. It, along with Times' Media School (which was set up earlier), emerges as a major source of talent for the media industry.

1991 BBC features The Times of India among the world's six great newspapers. BCCI ventures into TV programme production for Doordarshan under the brand Times TV.

1993 Vineet Jain launches India's first private FM radio entity under the brand name Times FM for FM radio programming on a single channel shared by many media companies.

1994 Vineet Jain conceives of and launches TOI's trailblazing entertainment and lifestyle supplements namely Bombay Times, Delhi Times, etc. They were the first of their kind by any newspaper in the world and became a template for others.

1996 Launch of economictimes.com - ET's news website and timesofindia.com - TOI's news website - the Group's first foray into the Internet, as conceived of by Vineet Jain, followed by Indiatimes.com a year later.

1998 In a major initiative for a media company, the group launched Times Music which currently owns ~45,000 musical tracks across genres.



1999 Vineet Jain incorporated Times Internet Limited - India's biggest digital media entity.

2001 Radio Mirchi - Nationwide private FM broadcasting company is launched by Vineet Jain.



2004 Group enters TV broadcasting with the launch of Zoom, a Bollywood & Lifestyle channel.



2004 JV with BBC to form magazine publishing company Worldwide Media. Subsequently, the Times Group bought BBC's share to make WWM a wholly-owned company.

2005-15

2005 Times OOH, the No.1 Out of Home advertising company in India, is established by Vineet Jain. The Times of India is acclaimed as world's No. 1 selling English daily broadsheet newspaper.



2006 Vineet Jain conceives of and launches leading property services entity Magicbricks.com. Launch of leading TV news channel Times Now.



2007 Launch of Junglee Music, a brand of Times Music dedicated to film music, with acquisition of music rights of Akshay Kumar starrer 'Welcome'.



2009 Launch of ET Now business news channel.



2010 Launch of English movie channels Now & Ramedy Now 3 years later.



2013 Vineet Jain conceives of and launches Times Pro, an award-winning EdTech initiative, for Indians who want to advance their careers; tie-ups with IITs/IIMs for executive education courses.



2014 Vineet Jain expands Times Group into film production and distribution with the launch of Junglee Pictures, whose first movie (Dil Dhadakne Do) was released in 2015. It has released 10 award-winning movies till 2024 including Talvar, Bareilly ki Barfi, Raazi, Badhaai Ho, Badhaai Do, Doctor G, etc.

2014 ET Panache, the lifestyle supplement of The Economic Times conceived of and launched by Vineet Jain.



2015 Inaugural edition of India's leading business summit - ET Now Global Business Summit (GBS); graced by Prime Minister Narendra Modi as Chief Guest & in subsequent years.



2016



BENNETT UNIVERSITY

THE TIMES GROUP

A PEERLESS LEGACY OF LEADERSHIP & INNOVATION IS LAUNCHED - With the vision to nurture and empower the youth, **Vineet Jain** launches Bennett University - in the multi-disciplines of **Engineering, Applied Sciences, Management, Law, Media and Liberal Arts.**

2017-24

2017 Radio Mirchi expands to a total 74 stations in 64 cities and becomes the No. 1 radio company in India by revenue and number of stations. Extension of English news channel space through the launch of Mirror Now & Times Now World.



2021 Launch of Hindi general news channel (Times Now Navbharat) and Hindi business news channel (ET Now Swadesh).



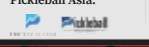
2023 Times Music forges long term equity partnership with Primary Wave, USA-based music publishing company & home to legends like Bob Marley, James Brown, Whitney Houston, etc.



2023 Launch of Maverik Movies, a film production house focussing on South Indian languages. Mirchi expands its digital offering by acquiring Gaana.



2024 Entry into sports on global scale: Major presence in new age & fastest growing sport - Pickleball - with the launch of Pickleball World Rankings (PWR), the PWR World Series, PWR World Tour, PWR India Tour & League in partnership with Pickleball Asia.



Excellence in Every Stat

68

ACRES FUTURISTIC
CAMPUS

14,000+

STUDENTS

10,000

HOSTEL CAPACITY

16+

SPORTS
FACILITIES

50+

UNDERGRADUATE,
POSTGRADUATE &
DOCTORAL PROGRAMS

90%+

PH.D. FACULTY

120+

INTERNATIONAL
COLLABORATIONS

20+

CORPORATE
COLLABORATIONS

1200+

COMPANIES FOR
PLACEMENTS

₹125 Cr+

FUNDS RAISED BY
STARTUPS

40+

STUDENT LED CLUBS
& SOCIETIES

70+

STARTUPS
LAUNCHED

Recognition & Approvals



University Grants
Commission (UGC)



Association of Indian
Universities (AIU)



Bar Council of India
(BCI)



The Association
of Commonwealth
Universities

The Association of
Commonwealth Universities

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 even as 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.

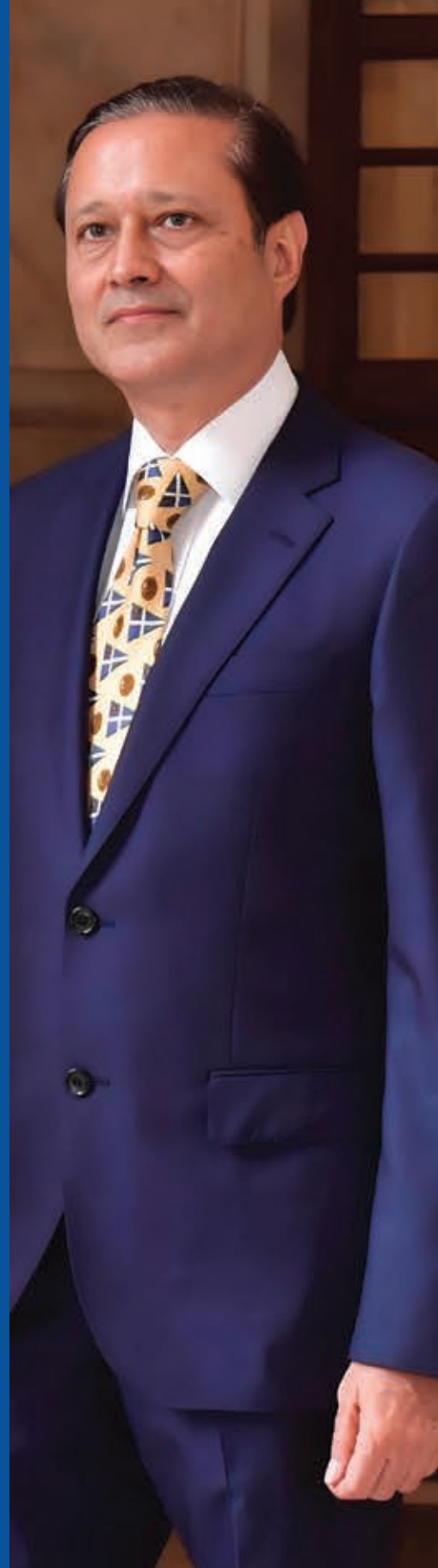
Awards & Accolades

- » 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

Chancellor
Bennett University

Managing Director
The Times Group





About Us

With a peerless legacy of over 186 years, the Times Group has been a pillar of trust, knowledge, and public service. Founded in 2016, Bennett University continues this proud tradition, shaping future leaders committed to excellence, integrity, and global impact.

Accredited with an A+ grade by NAAC and recognised by the University Grants Commission (UGC), Association of Indian Universities (AIU), and the Bar Council of India (BCI), Bennett University upholds the highest educational standards. Its interdisciplinary curriculum fosters critical thinking, adaptability, and lifelong learning, empowering students to address global challenges.

A true beacon of academic excellence, Bennett University stands dedicated to creating responsible global citizens and thought leaders.

The Bennett Advantage

4 ways we help you excel



Academic Excellence with a Global Edge

Gain knowledge beyond borders. Our global collaborations and industry partnerships offer a world-class education, ensuring you stay ahead in an interconnected world.



Future-ready Life Skills

Our structured programs equip you with essential life skills such as effective communication, teamwork, and critical thinking to help you thrive in any career, anywhere.



Entrepreneurship Focus

Whether you are nurturing a startup idea or exploring business innovation, Bennett Hatchery, our incubation lab and mentorship programs help turn your startup dreams into reality.



Industry Exposure

Get varied & rich exposure through live projects, workshops, internships, field visits, conferences, competitions, and engagement platforms through Times Group Connect.

Message from The Vice Chancellor

At Bennett University, our experienced educators bring a wealth of knowledge, industry expertise, and academic excellence to prepare students for the future. With renowned scholars, researchers, and industry leaders from across the globe, they mentor students, foster critical thinking, and inspire innovation.



Prof. (Dr.) Raj Singh

VICE CHANCELLOR

- ▶ Ph.D. (Strategic Finance), Maharshi Dayanand University
- ▶ CFA, Institute of Chartered Financial Analysts of India
- ▶ MA (Economics), University of Rajasthan
- ▶ BA, Maharshi Dayanand University

“

At Bennett University, our MBA programme is designed to nurture visionary leaders who can thrive in a rapidly transforming global economy. We combine rigorous academic learning with experiential pedagogy, ensuring our students not only master management concepts but also learn to apply them in real-world contexts. Our faculty brings global perspectives into every classroom, fostering an environment of innovation, ethics, and leadership. As you embark on this transformative journey, know that you are joining a community that empowers you to lead with confidence, think globally, and make a meaningful impact on the world of business.

We look forward to being a part of your journey toward excellence.

”

Message from The Dean



Choosing the right business school is one of the most important decisions you will make in your professional journey. At School of Management, we offer you the best of two worlds — the credibility of a trusted legacy and the energy of a young, forward-looking institution.

As part of the Times Group, we inherit a strong foundation of values, academic excellence, and industry trust. Yet, we are also a young business school, defined by our agility, dynamism, and ability to adapt to the ever-changing needs of the global business environment.

What truly sets us apart is our belief that an MBA is not just about preparing for a job — it is about grooming you for a meaningful and impactful career. Through rigorous academics, immersive corporate exposure, and a focus on leadership development, we ensure that our graduates step into the corporate world with clarity, confidence, and purpose.

If you are ready to be challenged, inspired, and transformed, I warmly invite you to join us and become a part of this exciting journey.



Prof. (Dr.) Niraj Mankad Dean, School of Management























- ▶ Ph. D., Shailesh J. Mehta School of Management, IIT Bombay
- ▶ MBA, Leeds University Business School, UK
- ▶ B. E., Mumbai University



Intellectual Capital

At School of Management, we take pride in our distinguished faculty members who are the backbone of our intellectual capital. Our faculty members are a group of accomplished scholars, educators, and researchers who bring a wealth of knowledge, experience, and expertise to our institution.

Academic Experts

 IIM Ahmedabad	 FMS Delhi University	 JNU, Delhi	 IIT Dhanbad	 IIT Delhi
 XLRI	 NIIT Hamirpur	 USC California	 Jamia Millia Islamia	 University of Calcutta
 Aligarh Muslim University	 BHU Varanasi	 BIT Mesra Ranchi	 Nirma University Gujarat	 MNNIT Allahabad
 UCLA Anderson	 Bath Spa University, UK	 University of Queensland, Australia	 Massey University, New Zealand	 Cardiff University, UK
 IIT Roorkee	 Punjab Technical University	 IMI Kolkata	Many more...	

Faculty's Expertise

Our faculty members possess expertise in a wide range of management disciplines. They have extensive academic backgrounds, often holding doctoral degrees from prestigious institutions worldwide. Many of the faculty members have also worked in industry, bringing practical insights into the classroom.

Research Excellence

Research is integral to our institution's identity, and our faculty members are at the forefront of ground-breaking research endeavors. They regularly contribute to top-tier academic journals, present their findings at international conferences, and collaborate with industry partners on cutting-edge projects. This commitment to research excellence ensures that our academic programs stay at the forefront of industry trends and advancements.

Teaching Excellence

Faculty use innovative teaching methods, case studies, and real-world examples to foster critical thinking and practical problem-solving skills.

Industry Engagement

Faculty maintains strong ties with the corporate world through consulting projects, executive education programs, and collaborative research initiatives.

*The data is for 2023 and 2024.

Industry Advisory Board

Mr. Manoj Madhavan
Sr. Director, Global Marketing



Mr. Nitin Chandel
Group Vice President &
India Country Manager



Dr. (Hon) Paneesh Rao
Chief Sustainability Officer



Mr. Sunil Goyal
Chief Executive Officer



Mr. Sunil Shah
Global Head (India,
Romania, Morocco, Poland)



Ms. Satyavati Berera
Former COO & Partner



Mr. Thomas Kuruvilla
Managing Partner,
Middle East & India



Mr. Yogi Sriram
Ex.Advisor to CEO & MD,
Group Human Resources



Mr. Nitin Mantri
Group CEO



Mr. Rajendra Mehta
President and Group CHRO



Ms. Amrinder Butalia
Associate President



Mr. Haigreve Khaitan
Senior Partner



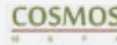
Mr. Vineet Vij
Group General Counsel



Mr. Rishikesh Raval
President - Group Human
Resources & Corporate
Communication



Ms. Megha Tata
Former Chief Executive
Officer



Mr. Avinash Chintawar
Managing Director



Mr. Kishore Jayaraman
President-India & South Asia



Mr. Nasir Shaikh
Senior Vice President &
Head of Human Resources



Mr. Vikas Vasal
Partner & Global
Leader-Tax



Mr. Vynsley Fernandes
Managing Director
& CEO



Mr. Anurag Bana
Senior Legal Advisor



Mr. Pradeep Ratnam
Senior Partner



Ms. Preeti Kanwar
Chief Operating Officer



Mr. Sanjay Sethi
Managing Director and
Chief Executive Officer



Mr. Avinash Gupta
Managing Director and
Chief Executive Officer



Mr. Rajat Mathur
Managing Director



Mr. Sanjay Sindhvani
Chief Executive Officer



and many more...

Masterclasses

At Bennett University, we invite renowned personalities from industry and academia to share their knowledge and expertise with students. We host lectures and workshops that facilitate students in developing a global perspective regarding business situations.

Mr. Vikas Gupta
MD, Wiley India

Mr. Abhay Mishra
CEO, Nutrisage

Dr. Michiel Baas
Ph.D. in Anthropology, University of Amsterdam, The Netherlands

Mr. Atin Chhabra
VP - Digital Marketing and Media, Schneider Electric

Prof. (Dr.) V. Kumar
Goodman School of Business, Brock University, Canada

Ms. Eiti Singhal
Chief Marketing Officer
Vega Marketing & E-Commerce Strategy Expert

Mr. Ganesh Iyer
Senior Director-
Human Resources, ADP

Mr. Sudarshan Negi
CMIE Trainer

Ms. Monika Halan
Consulting Editor, Mint

Dr. Samridhi Bimal
Trade Economist,
Government Consulting

Mr. Mino Thomas
Head, Talent Acquisition, HP Inc.

Mr. Sidharth Balakrishna
Chief Strategy and Innovation
Officer, Essel (Zee) Group

Dr. Elisabetta Marino
Associate Professor, English &
American Literature, University
of Rome "Tor Vergata", Italy

Mr. Vaibhav Mishra
VP Finance, Cisco

Mr. Praveen Panikassery
Director, Deloitte India

Mr. Yogi Sriram
Advisor to CEO & MD, Group Human
Resources, Larsen & Toubro Limited

Mr. Ramya Chatterjee
Principal Advisor of Global Projects
Chief Strategic Advisor,
Prointek Group

Ms. Bhavna Batra
Executive Director – People,
Global People Programs Leader,
S & P Global

Dr. Indranil Bose
Dean, School of Business
University of Bolton,
Academic Centre - Ras Al Khaimah

Dr. Satya Narayan Mohanty
IAS Officer, Telangana Cadre

Mr. Rajat Mathur
MD, Morgan Stanley

Mr. Abhijeet Ghosh
CEO & ED, UGRO Capital Ltd.

Mr. KR Subramanian
Vice President, Marketing, Asia,
Whirlpool

Prof. Rishi Mehra
Senior Consultant, DEA-AJNIFM
Research Ministry of Finance,
Government of India

Mr. Amit Pandey
CEO, Orient Cables India (P) Ltd.

Dr. Colleen Malachowski
Associate Professor/Graduate
Program Director at Regis College,
Weston, Massachusetts

Mr. Rohit Das
Partner-Cyber, Grant Thornton

Mr. Rajesh Srivastava
Former CEO, JK Helen Curtis

Dr. Aleksandr Andreas Wansbrough
College of Arts,
The University of Sydney, Australia

Prof. Furqan Qamar
Management Faculty at the
Centre for Management Studies,
Jamia Milia Islamia

Dr. Natwar Kadel
General Manager & Head CoE,
People Strategy Division Hyundai
Motors India Ltd.

Mr. Pradipta Kumar Sahoo
Chief Strategy Officer & Head,
International Business–
Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mr. Parth Gohel
Project Manager, CDD India

Ms. Divya Dixit
Senior Vice President &
Head Marketing, ALTBalaji

Dr. Birasnav Muthuraj
Professor, Southern Connecticut
State University, USA

Ms. Heena Raval
Senior Director- Data Sciences,
Machine Learning & AI,
CA Technologies

Ms. Anjum Khan
Head of Product Technology,
Valuations & Head of India
D&I Technology, S&P Global

Ms. Soumya Mohanty
Managing Director & Head of Clients
Insights Division, Kantar

Prof. Tereza Kuldova
Research Professor, Work Research
Institute, OsloMet –
Oslo Metropolitan University, Norway

MBA at Bennett University

India's most contemporary program for aspiring Business Leaders and Global Management professionals.

Emanating from the 187+ years-old legacy of leadership and innovation, the delivery method of the program is driven by Bennett's deep-rooted industry connect & inherent quality of leading by example. The program is designed to cultivate a comprehensive global and industry perspective essential for success in the ever evolving and competitive business environment of today.

Credits

84 MBA	18 CORE COURSES	8 WEEKS SUMMER INTERNSHIP
02 IN EACH SPECIALISATION INDUSTRY RELEVANT CERTIFICATIONS*		8 WEEKS WINTER INTERNSHIP

Rankings

A⁺ GRADE
DIAMOND
BAND#

**OUTCOME BASED
EDUCATION**
WORLD INSTITUTIONAL
RANKING

BEST

**INFRASTRUCTURE IN
EDUCATION**
COLLEGEDUNIA
EXCELLENCE AWARDS

RANKED# **2** **UNIVERSITY OF THE YEAR**
EDUCATION WORLD

RANKED# **4** **SCHOOL OF MANAGEMENT
TOP B-SCHOOLS UNDER
PRIVATE UNIVERSITIES IN UP**
OPEN MAGAZINE

RANKED# **6** **SCHOOL OF MANAGEMENT
TOP PRIVATE B-SCHOOL UNDER
UNIVERSITY PROGRAM CATEGORY**
IIRF RANKING (NORTH ZONE)

Strong Industry Connect

Participation in industry events is an integral part of the MBA program. Some of the events that our students attended:



*Optional

Why MBA at Bennett University



Program Powered by **The Economic Times**

Mentoring & Master Classes by ET Experts

Core Business Courses

Our core courses are focussed on the fundamentals of business. During 1st year, students will delve into subjects like **Economics, Managerial Accounting, Financial Management, Operations & Supply Chain Management**, and much more.

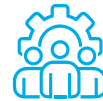


Transformative & Experiential Learning

Our MBA program focuses on providing first-hand learning to the students through training on specialisation specific software, **Design Thinking workshops, Industry Specific Courses in each Elective, Community Working, & Industry relevant certifications.**

Courses in Liberal Arts Domain

By adding courses in Liberal Arts domain like **Discovery Walk, Coaching by Life Coach, and Workshops on "Exploring Roles & Identities"** enable students to develop the in-demand skills of critical and analytical thinking.



Certification Programs*

Industry focussed certification programs by **Coursera, Purdue University, UMass Amherst and IIM Bangalore** empower MBA students with skills required by the corporates.

Times Group Connect

Our MBA students get opportunity to participate in **Times Group Industry Events**; get internships and placement opportunities through a strong corporate network.



World Class Faculty

We have handpicked highly qualified, and research driven faculty members with **Ph.D. from globally acclaimed institutions.**

Entrepreneurial Learning

Entrepreneurship is central to our approach to everything we do at BU. It is integrated into our curriculum. If you have a big idea, you can incubate it at **Bennett Hatchery, a section 8 company.**



Students Clubs

MBA specialisations focus on hands-on learning, backed by student clubs like the **Business Analytics Club, Finance Club, HR Club, and Marketing Club.**

*Optional



The Association to Advance Collegiate Schools of Business (AACSB) membership reflects the School of Management's commitment to global quality standards, continuous improvement, industry relevance, and internationally benchmarked business education.

Programs Offered

MBA

Duration

2 Yrs.

Specialisations

9

1st Year, Tuition Fees

₹6,00,000

Eligibility Criteria: Passed Graduation in any discipline from recognised university with minimum 50% marks with English as the medium of instruction.

Specialisations: Marketing | Business Analytics | Finance | Human Resource | Media | Logistics & Supply Chain | Production & Operations | Healthcare | Sports

MBA

Entrepreneurship & Family Business

Duration

2 Yrs.

Specialisations

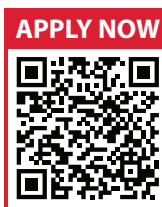
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1st Year, Tuition Fees

₹7,15,000

Eligibility Criteria: Passed Graduation in any discipline from recognised university with minimum 50% marks with English as the medium of instruction.

Specialisations: Entrepreneurial Marketing and Branding | Negotiation and Conflict Resolution | Taxation and Legal Issues for family businesses | Private Equity, Venture Capital, and M&A for family businesses | Scaling up a Venture



Disclaimer

Information listed is valid at the time of printing. | For the updated information, visit www.bennett.edu.in.

Industry Integrated Programs

MBA (Strategy, Management & Consulting)

Duration

2 Yrs.

1st Year, Tuition Fees

₹7,00,000

MBA (Data Science & Business Analytics)

Duration

2 Yrs.

1st Year, Tuition Fees

₹7,00,000

Eligibility Criteria: Passed Graduation in any discipline from recognised university with minimum 50% marks with English as the medium of instruction.

SCHOLARSHIP

Entrance Exam	20%	30%	50%
CAT / XAT Percentile	70-74.99	75-79.99	>=80
CMAT/ MAT/ NMAT/BU MAT Percentile	75-80.99	81-85.99	>=86
GMAT/GRE Score	500-550	551-600	>=601
Graduation % / CGPA	70-74.99	75-79.99	>=80

For updates and more details, visit: www.bennett.edu.in

GLOBAL IMMERSION PROGRAM (GIP)

The Global Immersion Program offers students the opportunity to choose to study at a partner university in Singapore, Malaysia, Indonesia, Vietnam, or the UAE for 7-14 days international immersion.

Program Structure

01 CORE COURSES

Foundation

- Introduction to Financial Accounting
- Storytelling with Data
- Effective Communication
- Critical Thinking
- Data Analysis using Spreadsheet

Skill Enhancement (SEC)

- Professional Communication
- Know your Industry
- Business Communication
- Know your Self

Value-Added Courses

- Care for Society
- Transforming Life through Yoga and Meditation

Core

- Microeconomics
- Managerial Accounting
- Marketing Management
- Quantitative Methods for Business
- Organisational Behaviour
- Design Thinking and Innovation
- Legal Aspects of Business
- Macroeconomics
- Operations & Supply Chain Management
- Disruptive Technologies in Business
- Corporate Finance
- Human Resource Management
- Digital Marketing & Media Management
- Professional Ethics
- Innovation, Entrepreneurship and Start-ups
- Strategic Management
- Summer Internship
- Sustainability & Social Responsiveness
- 16 weeks Internship



02 ELECTIVES

General

- Psychology in Business/ Bibliophiles
- International Business
- Project Management/E-Business

Electives

- Management of MSMEs (in area of specialisation)
- Dissertation (in area of specialisation)

Domain Specific Specialisations

Marketing

Consumer Behaviour | Sales & Distribution Management | Integrated Marketing Communication | Sales | Marketing Analytics | Strategic Brand Management | Marketing of Services | Social Media Marketing | Sustainable Marketing | Industrial Marketing Management | Retail Management

Media Management

Digital Media | Media Cost Management & Control | Media Production and Consumption | Media and Sports Industry | Media Research Tools & Analytics | Films & Entertainment Industry | Media Planning & Buying | Marketing & Branding in Event Industry | Media Marketing & Distribution

Finance

Financial Statement Analysis | Business Valuation | International Finance | Security & Portfolio Management | Management of Banks | Behavioural Finance | Wealth Management | Financial Risk Management | Fixed Income Securities

Business Analytics

Programming for Analytics | Text Mining & Sentiment Analytics | Data Mining & Visualization | Analytics for Service Operations | AI & Machine Learning | Deep Learning | Analytics for Sustainable Supply chain | Text & Social Media Analytics | Digital Business Modelling | AI Techniques in Analytics

Human Resource Management

Performance Management | Talent Acquisition | Learning & Development | Compensation & Reward Management | Strategic HRM | Employee Relation | HR Metrics & Analytics | Organizational Change & Transformation | Developing Sustainable HR Practices

Logistics and Supply Chain Management

Purchasing & Inventory Management | Transportation & Distribution Management | Warehousing & Distribution Facilities Management | Logistics Documentation System | Logistics Strategy & Planning | Supply Chain Management | Analytics for Sustainable Supply Chain | Multi-Modal Transportation Management

Program Structure

Healthcare Management

Healthcare Systems and Policy | Health information and Data Analytics | Strategic Healthcare management | AI In Healthcare management | Healthcare Finance | Managing Healthcare Enterprises

Sports Management

Sports Marketing and Sponsorship | Sports Analytics & Technology | Strategic management of sports | Event & Media Management for Sports | Legal aspects of Sports Business | Sports Products and Brand Management

Production & Operations Management

Industry 4.0 and beyond | Service Operations Management | Risk Analytics in Supply Chains | Data-driven Production and Operation Decisions | Global Operations & Logistics | Production Planning and Control

03 BUSINESS SIMULATIONS

- Simulations by Harvard Business Publishing Education
- Markstart Simulation
- AIMA BizLab (Virtual Business Lab for Management Graduates)
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

04 LIVE PROJECTS

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

05 LANGUAGE WORKSHOPS

- Language workshops enhance students' communication skills by focusing on listening, speaking, reading, and writing.

06 GLOBAL IMMERSION PROGRAMS

Global Immersion programs are designed to provide a high-level understanding of the economic, cultural, and geopolitical drivers behind regions integral to the global economy.

- Summer School: Participation in Summer School in a partner university
- Study Abroad Program: Students get the opportunity to study courses at partner International University

Program Structure



National University of Singapore



University of Reading, Malaysia

MBA (ENTREPRENEURSHIP & FAMILY BUSINESS) 2-YEAR FULL-TIME PROGRAM

The MBA in Entrepreneurship and Family Business is a two-year postgraduate program designed for next-generation family business leaders and aspiring entrepreneurs who aim to build, scale, and sustain successful ventures in a dynamic global environment.

The program blends entrepreneurial innovation with family enterprise management, providing a unique platform to develop leadership agility, strategic foresight, and an entrepreneurial mindset. Through immersive learning, live projects, startup incubation, and global exposure, students learn to navigate challenges such as digital transformation, succession planning, and sustainable growth.

Why Choose This Program

1 Venture Creation in Action
Students design, prototype, and pitch viable startups through structured platforms.

2 Family Business Transformation
Gain expertise in family governance, leadership succession, and digital transformation to future-proof legacy enterprises.

3 Global Learning Ecosystem
Exposure to international entrepreneurship modules, innovation clusters, and emerging global markets.

4 Mentorship by Practitioners
Learn from a network of successful entrepreneurs, investors, and family business owners through live mentoring and interactive masterclasses.

5 Experiential and Immersive Pedagogy
Engage in real-world consulting projects, case simulations, and business model competitions that foster entrepreneurial thinking.

6 Startup Incubation & Funding Support
Access university incubators and investor networks for seed-stage mentoring and funding opportunities.

Experiential Learning

IMMERSIVE. FLEXIBLE. INSPIRING.



Panel discussion during orientation 2025



Industry visit to Yakult India Facility, Sonapat, Haryana



Interactive session with Nobel Laureate Prof. A. Michael Spence on "Economic insights and Nobel perspectives"



Dr. Simon J. D. Schillebeeckx, Assistant Professor, Singapore Management University shared insights on 'Evolving paradigms in Sustainability'



Dr. Sara Cabañas Area, Associate Professor, UCJC, Spain addressed students on "Sustainable Development from the Perspective of International Law"



Prof. (Dr.) Sandeep Poddar, Deputy Vice Chancellor, Research & Innovation, Lincoln University College, Malaysia delivered the Keynote Address in ICEBS 2024



Mr. Aaditya Pandey (AIR 48, UPSC Civil Services 2022) delivered an inspirational talk



Industry visit to the New Holand Agriculture, Greater Noida Plant



Attended SEBI Global Money Week



Industry visit to Dixon Technologies (India) Ltd.



MBA Students engaged with underprivileged kids as part of Live Project, 'Care for Society'



Dr. Surendra Ahirwar, Joint Secretary, Dept. for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry, Govt. of India, Mr. Subir Hazra, Chief Commercial and Strategy Officer, GMR Group & Dr. Reeti Kulshrestha, Educator and Researcher, VP, International Sustainable Development Research Society (ISDRS) at ICEBS 2024

Placements & Internships

HIGHEST PACKAGE

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Top Recruiters

				
				
				
				
				
				
				
				
				Many more...

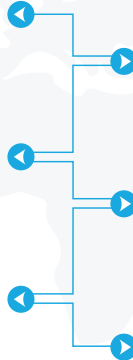
Innovation & Entrepreneurship

Bennett Hatchery Foundation, a registered Section 8 company, is the startup incubation arm of the Centre for Innovation & Entrepreneurship (CIE) at Bennett University, empowering innovators to transform ideas into scalable ventures. Recognised by Startup India, MSME, and the UP StartinUP Policy, the Hatchery supports early-stage startups across ideation, validation, prototyping, and market growth. Open to students, faculty, staff, and external entrepreneurs, it offers structured mentorship, access to world-class infrastructure, industry partnerships, and funding support. With ₹5.5 crore secured through government-backed seed funding programmes, Bennett Hatchery Foundation actively nurtures high-potential startups and strengthens the university's entrepreneurial ecosystem. CIE advances innovation at Bennett University through three integrated verticals—Academics, Bennett Hatchery Foundation, and SPARK, the student entrepreneurship cell—creating a vibrant, end-to-end startup ecosystem on campus.

Personalised mentoring by distinguished faculty, entrepreneurs, and industry experts

Access to investors, customers, and global partners

Secure seed funding to launch your startup



Entrepreneurship education integrated across programs

Hands-on training in our worldclass startup ecosystem

Legal, accounting, IP, and tech support services under one roof

Supported by:



70+ Startups



Dr. Sonal Kukreja
Faculty



Visual Cognition Laboratory

Dr. Ankit Shukla
Faculty



DoubtConnect
Your Eureka moment

Raghav Mishra
BBA LL.B (Hons.)



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qadira

Drishti Makhijani
B.Tech CSE



Muskan
BBA



Nimit Jain
B.Tech-Bio Tech

and many more...

Alumni Reflections

One of my most memorable experiences was a sales project assigned by Dr. Shamindra Nath Sanyal during our first semester. Our group decided to sell pani puri outside the campus for a day — a fun yet eye-opening experience that brought sales concepts to life and taught us valuable lessons in customer behavior, persuasion, teamwork, and pricing strategy.



Ayushi Gaikwad

MBA (2023-25)

Management Trainee
Times Group

One of my most memorable experiences was my first event at the School of Management — ICEBS 2023. It introduced me to a version of myself I never knew existed. I connected with seniors, learned about event management, and interacted with professionals, which significantly boosted my confidence and interpersonal skills.



Kartikey Shukla

MBA (2023-25)

Product Marketing & Analytics
Times OOH

My experience at SOM was highly rewarding, providing strong industry exposure and a foundation for professional excellence. The faculty's expertise and a well-structured, application-oriented curriculum refined my analytical and leadership skills. My MBA journey at SOM empowered me to think beyond limits and lead with confidence.



Mohammed Arshad

MBA (2023-25)

Management Trainee
Times Group

My experience at the School of Management, Bennett University, was truly transformative. The MBA program filled the gaps in my understanding, helped me connect different dimensions of learning, and shaped me into a confident and thoughtful professional. The faculty and curriculum at SOM encouraged analytical thinking and practical learning. Their mentorship helped me develop clarity, adaptability, and a balanced approach to decision-making, which I now apply in my professional journey.



Pranjal Agrawal

MBA (2023-25)

Business Manager
Kisan Agro

One of the highlights of my MBA journey was working on a live analytics project with an industry partner, which provided hands-on experience and built my confidence in applying classroom learning to practical business contexts.



Sahil Thakur

MBA (2023-25)

Founder & CEO
Socialhoye

One of the key highlights of my MBA journey was the Global Immersion Program at MDIS, Singapore, which gave me valuable international exposure and broadened my learning experience. I also enjoyed participating in case study competitions and events like Startup Mahakumbh, which allowed me to apply classroom concepts in dynamic, real-world situations.



Shruti Arora

MBA (2023-25)

Executive – Mergers & Acquisitions
Times Group

Alumni Reflections

I am deeply thankful to the School of Management for providing me with the opportunity to serve as a Sales Officer at ICA Pidlite. This experience has been instrumental in advancing my career, and I am confident that future junior batches will also benefit immensely from the well-structured curriculum at Bennett University.



Dev Sharma

MBA (2022-24)

Sales Officer
ICA Pidlite

I am incredibly grateful to the School of Management at Bennett University for their support throughout my journey. Their guidance has been invaluable, and I am excited to embark on this new chapter with HCL. I am eager to gain hands-on experience and deepen my learning, as I truly believe that learning matters most in our professional growth.



Kopal Gaur

MBA (2022-24)

Management Trainee
HCL

I am beyond grateful to Bennett University and its Career Services Centre for assisting me in securing a position at KPMG. As a finance student, I recognize the importance of technical and soft skills, and the university has been instrumental in helping me develop these essential abilities. Bennett's dynamic curriculum and supportive environment have played a significant role in my growth, enabling me to seize this exciting opportunity.



Yashvi Singhal

MBA (2022-24)

Associate Consultant
KPMG

The program's various components, such as presentations, case studies, industry visits, and immersion programs, proved immensely valuable in shaping my professional growth. Today, as a working professional, I consistently tap into the knowledge and experiences I acquired during those crucial formative years.



Aayush Kumar

MBA (2021-23)

Marketing Trainee
Tata Power

My overall experience at School of Management (SOM) was enriching and transformative. The blend of academic rigor, practical learning, and supportive faculty made it unique. The collaborative culture, industry exposure, and focus on holistic development truly added value to my personal and professional growth. The faculty, curriculum, and learning approach at SOM encouraged critical thinking, practical application, and continuous learning.



Sanchi Bajaj

MBA (2021-23)

Project Manager
HCL Tech

The MBA journey at Bennett was not just about academics—it was about developing a mindset for growth, adaptability, and innovation. I learned to approach every situation with curiosity and a problem-solving attitude. Bennett University helped me become a better professional and a more confident individual—ready to take on challenges in the ever-evolving business world.



Vikrant Gangwar

MBA (2021-23)

Senior Analyst
The SmartCube

Research

At Bennett University, we imbibe that a university stands for its quality research and focus on finding sustainable solutions to modern world problems. The research is nurtured through various academic programs run by schools and sponsored projects funded by the government agencies like DBT, DST, and Industry.



Ministry of Science and Technology,
Govt. of India.

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121 High-End Teaching & Research Labs	110+ Books	75 H Index Scopus	55 H Index Web of Science	330 Active Ph.D. Research Scholars
46 Seed Grant Projects	64 Ph.D. Awarded	₹4.85 Cr. Seed Grant Projects to BU Faculty Members	223 Patents Published/Granted	₹30+ Cr. Research and consultancy



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World Class Infrastructure

Bennett University's 68 acres sprawling campus is visualized as a modern, student-centric, functional space, enabling an immersive and comprehensive learning experience.



MY SPACE



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TO GLOBAL CAREER
JOURNEYS



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OF CREATIVITY



HANGOUT
JOINTS



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LEARNING
WHERE INSPIRATION
KNOCKS ON THE DOOR



FOUNTAINHEAD
OF INSPIRATION



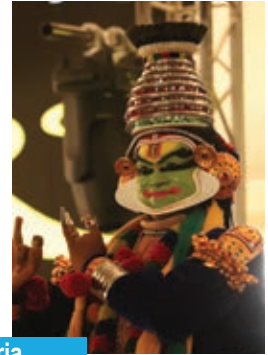
GREEN AND
SPACIOUS CAMPUS



Glamour & Glory



Uphoria
The Annual Cultural Fest

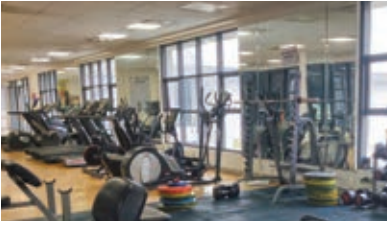


Life at Bennett University goes beyond academics. With buzzing fests, student-driven events, and vibrant cultural moments, the campus offers a holistic experience that builds confidence, creativity, and lifelong connections.

ZENEVIA
The Tech Fest



Game On



Cricket Ground with Nets | 18 Badminton Courts | Football Ground with professional flood lights | 3 Basketball Courts | 2 Kabaddi Courts | 6 TT Tables | 2 Lawn Tennis Courts | 10 Pickleball Courts | 2 Volleyball Courts | 3 Squash Courts | Swimming Pool | Fitness Center | 2 Padel Tennis Courts | 8 Pool & Snooker Tables | 2 Basketball Half Courts | Chess Arena | Carrom Arena | Taekwondo Arena

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