



**Bharathidasan**  
**University**  
Online Programs



**We will create  
a Brave New World**

**Online**  
**MBA**

**UGC** entitled | Accredited **"A+"** by **NAAC** | **NIRF 41<sup>st</sup>** Ranking

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# About Bharathidasan University

University Grants Commission (UGC) Entitled, NAAC 'A+', NIRF Ranked 41st Distance Education Bureau (DEB) approved Bharathidasan University Online. Bharathidasan University was established in the month of February 1982 and was named after the great Indian revolutionary Tamil Poet, Kana-gasabai Subbu (29 April 1891 – 21 April 1964), popularly called Bharathidasan. The slogan of the Bharathidasan University, Palkalaiperur, Tiruchirappalli, Tamil Nadu, India is "We will create a brave new world". It has been framed from Bharathidasan's poetic words "புதியதோர் உலகம் செய்வோம்". The University endeavours to be true to such a great vision by creating in the region a brave new world of academic innovation for social change.

The Bharathidasan University's main campus was initially located in a sprawling area of over 1000 acres in Palkalaiperur. BDU is one of the oldest universities in Tamil Nadu, India. It offers UGC, NIRF, NAAC, DEB, AICTE Accredited Bachelors, and Masters degrees and online programs in Bachelor of Business Administration (BBA), Bachelor of Arts in English, Master of Arts in Economics, English, Public Administration, Political Science, History and Business Degree in Master of Business Administration (MBA).

## **About Centre for Distance and Online Education:**

Bharathidasan University offers various programs in Online mode enabling students and working professionals to pursue the said programs and accelerate their career in this dynamic business world.

# MBA Overview

Duration

**2 Years**

Electives

**5**

Mode of Instruction

**Online**

**01**

**Flexible  
Learning**



**02**

**Access To Learning  
Resources**



## **MBA Highlights**



**Cutting-Edge  
Curriculum**

**03**



**Adherence to  
4 Quadrants of UGC**

**04**

# Why Bharathidasan University?

## Flexible Learning Options

Pursue your education from anywhere, at any time.

## Diverse Course Offerings

Explore a wide range of courses across with multiple choices of specializations in various disciplines.



## Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment.

## Expert Faculty

Learn from our distinguished faculty members and industry experts.

## Comprehensive Support Services

Receive personalized support throughout your journey, with dedicated relationship officers.

## Convenient Online Exams

Take exams conveniently from home or any location with internet access, and during flexible hours



# MBA Electives



Human Resource



Finance



Marketing



Operations



Systems

# MBA Program Structure

## Semester 1 (Common)

Management concepts

Managerial Communication

Mathematics & Statistics

Managerial Economics

Organizational Behavior

Management Accounting

## Semester 2 (Common)

Operation Research

Production Management

Marketing Management

Financial Management

Human Resource Management

Research Methods in Management

**Students to select same bucket of elective in Semester 3 and Semester 4. Example : If student selects Marketing in semester 3 then by default student get marketing in semester 4. Cross selection is not allowed.**

### **Semester 3**

Strategic Management

Legal aspects of Business

Knowledge Management

Consumer Behavior

Business to Business Marketing

Sales and Distribution Management

### **Semester 4**

International Business Environment

Entrepreneurial Development

Total Quality Management

Advertising and Sales Promotion

Marketing of Services

Retail Management

Project Work (Dissertation 80 + Viva Voce 20). Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam)

### Semester 3

Strategic Management

Legal aspects of Business

Knowledge Management

Strategic Financial Management

Financial service

Security Analysis & Portfolio Management

### Semester 4

International Business Environment

Entrepreneurial Development

Total Quality Management

Project Management

Global Financial Management

Merchant Banking

Project Work (Dissertation 80 + Viva Voce 20). Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam)

### **Semester 3**

Strategic Management

Legal aspects of Business

Knowledge Management

Organization Development

Compensation Management

Change Management

### **Semester 4**

International Business Environment

Entrepreneurial Development

Total Quality Management

Public Relations Management

Managing Interpersonal Effectiveness

Group Dynamics

Project Work (Dissertation 80 + Viva Voce 20). Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam)

### Semester 3

Strategic Management

Legal aspects of Business

Knowledge Management

E- Business

Internet Technologies

Management Information Systems

### Semester 4

International Business Environment

Entrepreneurial Development

Total Quality Management

Software Project Management

Relational Database Management System

Object Oriented Programming & C++

Project Work (Dissertation 80 + Viva Voce 20). Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam)

### **Semester 3**

Strategic Management

Legal aspects of Business

Knowledge Management

Supply Chain Management

Advanced Operation Research

Management Control Systems.

### **Semester 4**

International Business Environment

Entrepreneurial Development

Total Quality Management

Material Management

Lean Manufacturing

World Class Manufacturing

Project Work (Dissertation 80 + Viva Voce 20). Actual Project during the vacation of III semester and Viva Exam before the IV semester Exam)

# Admission Process

01

STEP



## Online Counselling

Our online counselors will provide guidance on the program



02

STEP



## Document Submission & Fee Payment

Student will submit the required documents to the counselors. Counselors do the first level of documents verification and collect payment.



03

STEP



## Document Verification

Our admission team verifies the documents and in case anything is missing counselors connect with the students and collect the missing documents



04

STEP



## Student Support & LMS Access

Upon successful fee payment, eligible students are granted access to the LMS within a span of 48 hours.

## Eligibility

Any UG Degree of this University or an equivalent examination accepted by the Syndicate thereto (10 + 2 + 3) including B.E./B.Tech. with a minimum of 50% marks in Part III



**Bharathidasan**

**University**

Online Programs

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