



**Bharathidasan**  
University

# Online MBA

DESIGNED FOR THE  
LEADERS OF TOMORROW

A UGC-ENTITLED, NAAC A+ UNIVERSITY WITH NIRF RANK 36

# About Bharathidasan University

Established in 1982 and named after the revolutionary Tamil poet Bharathidasan, the university was founded with a vision to create a brave new world through education and innovation. Located in Tiruchirappalli, Tamil Nadu, Bharathidasan University is one of the oldest and most respected public universities in the state.

Recognised by the **University Grants Commission (UGC)** and accredited with an **'A+' grade by NAAC**, Bharthidasan University is also **NIRF-ranked 36<sup>th</sup>** and approved by the **Distance Education Bureau (DEB)** and **AICTE**.

Through its Centre for Distance and Online Education, BDU offers flexible, affordable, and credible programs in Management, Arts, Commerce, and more-empowering learners to advance their careers without stepping away from their lives.



# What sets us apart?



Learn from one of India's  
top-ranked public universities



UGC-recognized degree with  
full credibility



Distinguished  
Faculty



Convenient  
Online Exams



Access anytime,  
anywhere

# Inside the MBA Experience

**2 Yrs**

DURATION

**5**

ELECTIVES

**Online**

MODE OF INSTRUCTION



**Flexible Learning**

**Cutting-edge Curriculum**

**Access to Learning Resources**

**Adherence to 4 Quadrants of UGC**

# MBA Electives

CHOOSE FROM CORE MBA ELECTIVES:

**Marketing**

**Finance**

**Human Resource Management**

**Operations**

**Systems**

# Hands-on Practice & Skill Building



## Gen AI Series

5 live sessions on using Generative AI to simplify work, accelerate productivity, and power decision-making.

## Monthly Masterclasses

Live sessions with industry leaders on themes like:

- Building a Career in Sales
- Using AI to Land Your Dream Job
- Product Thinking in Business
- ...and more.

## Soft Skill Modules

Pre-recorded courses on communication, leadership presence, teamwork, and more.

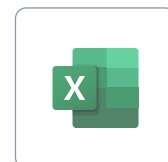
## Tool-Based Training (Recorded)



POWER BI



TABLEAU



MICROSOFT EXCEL



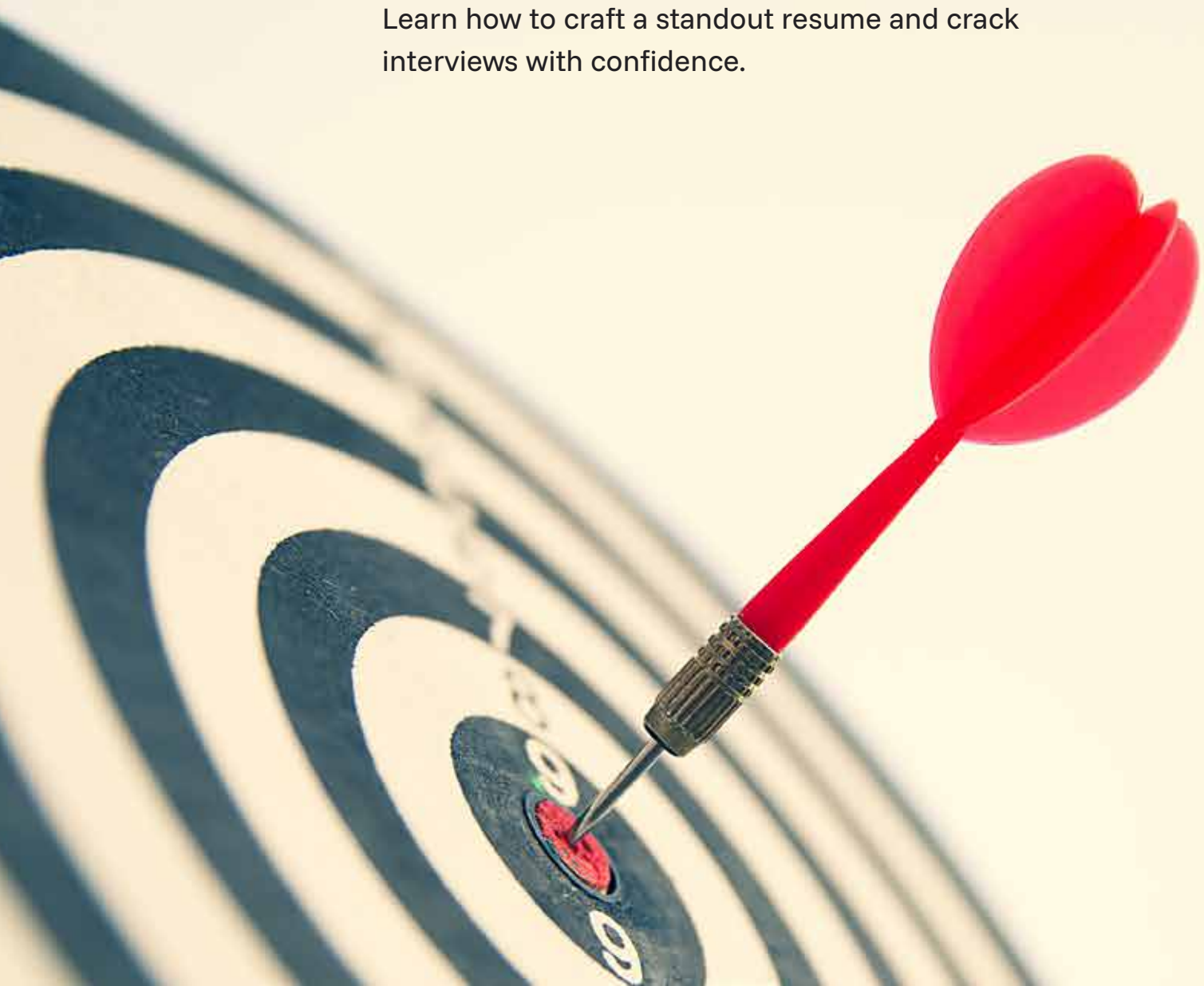
# Career Readiness & Placement Preparation

## 1:1 Career Counselling

Get personalized guidance from an industry SME.

## Resume + Interview Live Workshop

Learn how to craft a standout resume and crack interviews with confidence.



# What's Next?

Your MBA opens doors across industries and roles:

- **Marketing Manager**
- **Financial Analyst**
- **Business Development Lead**
- **HR Business Partner**
- **Operations Manager**
- **Business Analyst**

...and many more.

Build a career that grows with you



# Program Structure

## SEMESTER I (COMMON)

Management concepts  
Managerial Communication  
Mathematics & Statistics  
Managerial Economics  
Organizational Behavior  
Management Accounting

## SEMESTER II (COMMON)

Operation Research  
Production Management  
Marketing Management  
Financial Management  
Human Resource Management  
Research Methods in Management

## SEMESTER III (MARKETING)

Operation Research  
Production Management  
Marketing Management  
Financial Management  
Human Resource Management  
Research Methods in Management

## SEMESTER IV (MARKETING)

International Business Environment  
Entrepreneurial Development  
Total Quality Management  
Advertising and Sales Promotion  
Marketing of Services  
Retail Management  
Project Work  
*(Dissertation 80 + Viva Voce 20)*

## SEMESTER III (FINANCE)

Strategic Management  
Legal aspects of Business  
Knowledge Management  
Strategic Financial Management  
Financial service  
Security Analysis &  
Portfolio Management

## SEMESTER IV (FINANCE)

International Business Environment  
Entrepreneurial Development  
Total Quality Management  
Project Management  
Global Financial Management  
Project Work  
*(Dissertation 80 + Viva Voce 20)*

### SEMESTER III (HR MANAGEMENT)

Strategic Management  
Legal aspects of Business  
Knowledge Management  
Organization Development  
Compensation Management  
Change Management

### SEMESTER IV (HR MANAGEMENT)

International Business Environment  
Entrepreneurial Development  
Total Quality Management  
Public Relations Management  
Managing Interpersonal Effectiveness  
Group Dynamics  
Project Work

*(Dissertation 80 + Viva Voce 20)*

### SEMESTER III (OPERATIONS)

Strategic Management  
Legal aspects of Business  
Knowledge Management  
Supply Chain Management  
Advanced Operation Research  
Management Control Systems.

### SEMESTER IV (OPERATIONS)

International Business Environment  
Entrepreneurial Development  
Total Quality Management  
Material Management  
Lean Manufacturing  
World Class Manufacturing  
Project Work

*(Dissertation 80 + Viva Voce 20)*

### SEMESTER III (SYSTEMS)

Strategic Management  
Legal aspects of Business  
Knowledge Management  
E- Business  
Internet Technologies  
Management Information Systems

### SEMESTER IV (SYSTEMS)

International Business Environment  
Entrepreneurial Development  
Total Quality Management  
Software Project Management  
Relational Database Management Systemg  
Object Oriented Programming & C++  
Project Work

*(Dissertation 80 + Viva Voce 20)*

# Admission Process

## ELIGIBILITY CRITERIA

A Bachelor's degree (10+2+3 pattern) from Bharathidasan University or any other recognized university, including B.E./B.Tech., with a minimum of **50% marks in the major subjects (Part III)**

Your MBA journey begins in just 4 simple steps

### Step 01: Online Counselling

Get expert guidance from our counselors to choose the right MBA elective based on your career goals.

### Step 02: Registration

Register on the admission portal by filling in basic details and paying a nominal registration fee.

### Step 03: Document Verification

Upload the required documents. The university team will verify your eligibility within **4 working days**.

### Step 04: Fee Payment & LMS Access

Once approved, complete your fee payment via the secure link. Access to the Learning Management System (LMS) is activated within 48 hours of payment.



**Bharathidasan**  
University

Centre for Distance and Online Education  
Bharathidasan University Tiruchirappalli, TN  
India- 620 024

 [www.bduedu.in](http://www.bduedu.in)

 [eadmission@bdu.ac.in](mailto:eadmission@bdu.ac.in)

 +91-8956667205