

College
Vidya.com
Chuno Apna Sahi

&



**BIRCHWOOD
UNIVERSITY**



GIVE YOUR CAREER A NEW DIRECTION

MASTER IN BUSINESS ADMINISTRATION

**Industry-aligned course
for in-demand career**



“In a fast changing environment of worldwide access to higher education, a Birchwood University degree continues to offer a guarantee of quality, value and intellectual rigour.”

Dr. Ramesh Sinanan
President
Birchwood University



ABOUT US

Birchwood University is one of the world's leading universities, internationally recognised for its high academic standards.

This reputation is based on the outstanding teaching and research pedagogy. All of the programs offered through the Birchwood University are developed by our industry partners which are also responsible for preparing study materials and assessing the programs (the academic direction). Wherever they are based, our students are examined to the same high standard, a multidisciplinary approach, high-quality teaching and collaboration with partners help us identify solutions to the biggest challenges of our time.

Our programs are taught by faculty who not only have the required academic qualifications but bring a tremendous amount of industry experience to the classroom. Most of our faculty continues to work professionally in their fields of instruction.

At Birchwood University, we also understand the specialized needs of students and the approaches that will best support their success. Therefore, we provide all our faculty with ongoing training in course design and instruction, technical support, and other resources to ensure that you benefit from Birchwood University's education. Our university is filled with faculty and staff with decades of

experience in both online and on campus education. I am firm in my conviction that our university programs have much to offer in helping you achieve your educational and professional goals



55%

CEOs believe Developing the next generation of leaders is the top challenge.

60+

Countries are destinations for students

\$ 18.59 B

Progressing at a Compound annual growth rate of 9.50% from 2022 to 2027.

\$ 115,000

Is the median salary of MBA professionals, 75% more than those with a bachelor's degree (\$66,000).

25:1

Student-faculty ratio Offering more personalized pedagogy

1.2 Million

Continuous learners have registered in one of our MOOCS

37%

Expected demand for MBA Professionals to increase compared to the previous year.

STUDY ONLINE IN EIGHT STEPS



Register online



**Choose a course in
"Online Campus"**



**Get Access To Study
materials**



**Continuous support with
study scripts in self-study**



**Participate in online Live
Classes**



**Exam preparation by
knowledge tests and
exams directly online**



**Complete
Thesis/Capstone**



Graduate with Birchwood



**Do you have any questions about studying at Birchwood ?
We are here to help start your journey.**

About College Vidya

Established in 2019 and headquartered in Noida, College Vidya is a trailblazing online education aggregation platform at the forefront of India's online learning landscape—stemming from the esteemed Blackboard Education & Research Foundation. The organization has achieved remarkable success due to its exceptional team of visionary founders- Mayank Gupta (Co-Founder and CEO), Rohit Gupta (Co-Founder and COO), and Sarthak Garg (Co-Founder and CMO).

Guided by the vision of breaking the profiteering orientation in the education industry, College Vidya has positioned itself as the nation's foremost and One-stop solution for making informed online education choices. College Vidya has introduced a transparent system providing students with accurate factual information about online learning institutions, platforms and courses, guiding them toward diverse and promising academic and career paths. To transform the online learning experience, we offer a range of student support services—academic counselling by expert counsellors, admission support, financial aid, post-admission mentorship, placement assistance including exclusive internships and job opportunities. With over 30+ partnered institutions and over 100 course options available, College Vidya's learning support is extensive and diverse—meeting academic needs of all students.

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Mr. Rohit Gupta

COO & Co-Founder
College Vidya

About College Vidya

At College Vidya, our mission is to assist students in making smart university choices as they navigate the online higher education landscape.

Our key pillars



Compare



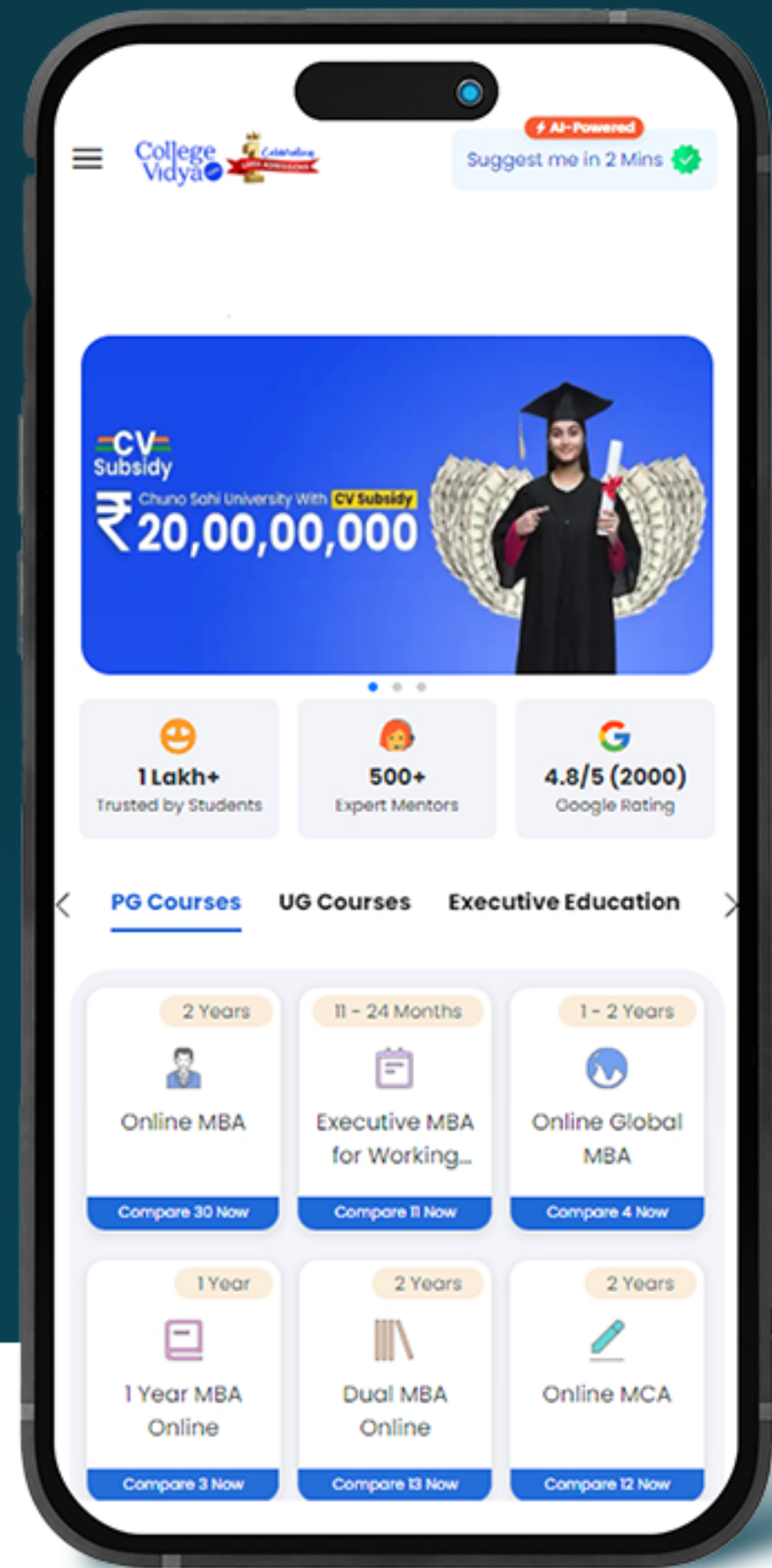
Counselling



Community



Career



1.



Compare

With access to over 100+ online universities, our platform allows you to easily compare programs, tuition fees, course durations, and more, ensuring you find the perfect match for your educational needs.

2.



Counselling

We provide free personalised counselling, guiding you through the selection process with expert advice tailored to your career aspirations and educational background.

3.



Community

Join India's largest online community of learners, where you can connect with like-minded individuals, exchange insights, and receive support throughout your academic journey.

4.



Career

After completing your education, College Vidya continues to support you through career services that include internship opportunities, job postings, and career development resources available on our platform.

Available on



Toll Free

1800-420-5757



MASTER IN **BUSINESS ADMINISTRATION**

INTRODUCTION

Setting the foundation for a successful business leader's career must start at the beginning. Students entering the world of business equipped with a strong understanding of core business management and the right leadership skills will be able to create a solid impact and build rewarding careers for themselves. These skills are the most sought-after in today's highly volatile global digital economy.

It is to empower such students that our Masters of Business Administration's pathway provides learners with a world-class learning experience with flexibility, cost-effectiveness, and adaptability to the current scenario.

This program and its global accreditations provide a clear path for all that by setting the foundation for a rewarding career. Through the curriculum designed by top academicians and industry experts, hands-on learning with practical projects, dedicated placement assistance, and post-study work opportunities, learners will experience a structured path toward flourishing worldwide.

Birchwood as multidisciplinary Centers of Excellence focusing on various areas such as Data Science, Entrepreneurship, Marketing, and so on.

The course content and design are inspired by management practice backed by a strong fundamental framework with an orientation towards contemporary and emerging management issues.

The program establishes the foundation for conceptual and analytical reasoning while also providing students with a grasp of business dynamics. It is based on the premise that business leaders are not mass-produced rather, they are carefully nurtured and developed.

Curricula at Birchwood, innovative teaching methods, exposure to industry's best practises and experiential learning highlight the unique challenges of managing in a global context. Clubs, social projects, action-oriented courses, contemporary studies, and student self-governance initiatives all aid in the development of critical thinking and leadership skills.

The combination of an inclusive learning environment and strong focus on employability ensures that learners are equipped with skills to become job ready graduates. We look forward to empowering the next generation of professionals who will influence the future and build the career of their dreams.

WHY TO CHOOSE MBA FROM **BIRCHWOOD UNIVERSITY?**

The Master of Business Administration qualifies you for a full scope of professional opportunities with international and transnational corporations. Graduates can work in top companies, the public sector, international banks and companies with subsidiaries abroad. Most employers offer attractive salary packages. The responsibilities assigned to a professional include leading projects related to international business. In the economic sector there is an enormous spectrum of career opportunities for management graduates with various specialisations.

Consultancy is another remunerative career for international business professionals. An international business consultant is responsible for various aspects of business development and market information for international companies. Graduates of our MBA program can start as country managers representing a company in a foreign country. A country manager's job involves working to manage operations, develop business and increase the profitability of a company in a specific region or country.





PROGRAM HIGHLIGHTS



18 Months Full-Time Program



Developed in Consultation with Industry Experts



Careere Assistance



24*7 Access



Practical Project-Based Learning



World-Class Curriculum Developed by Academicians and Industry Experts



Access to curated jobs



100% Online Programs

Who Is This Program For?

- Students wanting to study from home and build a career anywhere.
- Students or Working professionals looking to upgrade their skill sets.
- Aspirants looking for a world-class learning experience with a global pedagogy.
- Students aspiring for a future-proof and hands-on degree.
- Students looking to gain global exposure and learn in-demand skill sets.

Program Outcomes

This program will fine-tune your skill sets, develop your management expertise and kickstart a successful career.

Successful graduates will get career assistance from our robust career support team.



MASTER IN **BUSINESS ADMINISTRATION**

The online MBA program provides an international orientation with a focus on intercultural and general management competencies the perfect starting point for a successful career as a leader. The program prepares you for demanding responsibilities in middle to upper managements in many industries. This program offers business and non-business graduates such as engineers, natural sciences and humanities graduates, the opportunity to extend their managerial skills and focuses on updating and increasing their general managerial knowledge.



Degree

Masters of Business Administration



Career Tracks

Specific managerial insights into the worlds of Accountancy, Entrepreneurship and Innovation, Finance, Health, Law and Leadership.



Study model

100% online including a virtual campus with digital course material



Study start and duration

Please refer to our website

Duration: Minimum 18 months



Fees

\$14,625.00 (scholarships available)

CURRICULUM (45 CREDITS FULL-TIME)

PROGRAM OBJECTIVE

The MBA program promotes executive level learning to synthesize the depth and complexity of effective business management within a technology-driven world. It exposes the students to advanced theoretical concepts from a wide array of business models that increase the students analytical decision-making efficiency and heightens the focus on solving practical problems. Upon completion of the MBA program, students will:

- Exhibit the professional skills necessary to communicate effectively, thoughtfully, and compassionately within the business management field.
- Develop competencies to integrate the knowledge of business, technology, to arrive at innovative solutions to inherent organizational problems.
- Develop competencies to work in multicultural organizations exposed to a globalized workplace. Engage in ethical collaborative decision-making while using a shared vision.
- Demonstrate the ability to develop, analyze and communicate empirical scholarly work.
- Develop competencies of an effective leader and resource to the field.

Course Roadmap

Course Title	Credit Hours
Principles of Economics and Finance	3 Credits
Principles of Accounting	3 Credits
Managerial Statistics	3 Credits
Managerial Accounting	3 Credits
Intra and Entrepreneurship	3 Credits
Information Data Management	3 Credits
Managerial Economics	3 Credits
Managerial Marketing	3 Credits
.....
Business Law and Ethics	3 Credits
Managerial Finance	3 Credits
Organizational Change Management	3 Credits
Project Team Management	3 Credits
People, Conflict, Negotiation & Resolution	3 Credits
Advanced Project Management	3 Credits
Capstone Project	3 Credits

A photograph of three diverse students, two women and one man, standing outdoors and looking at a laptop. The man on the left is wearing a light blue hoodie and a black backpack. The woman in the middle is wearing a grey jacket over a black shirt. The woman on the right is wearing an orange turtleneck. They are all smiling and appear to be engaged in a collaborative learning activity. The background shows a rocky wall and some greenery.

DETAILED CURRICULUM

PRINCIPLES OF ECONOMICS AND FINANCE

This foundation course helps students to understand the practicality and relevance of economics and finance with a variety of illustrations and insights. Economics topics include classical Vs. modern economic thought, supply and demand, elasticity, competition and monopoly, inflation and unemployment. Finance topics include: the federal reserve system, FOMC and the money market, interest rates, financial structure, and investment decisions.

PRINCIPLES OF ACCOUNTING

This foundation course teaches fundamental accounting procedures and the uses of accounting information. Topics include developing and understanding of the basic concepts that underpin financial accounting information, understanding the fundamentals of recording accounting information using the accounting equation, and familiarizing students with the four basic statements: balance sheet, income statement, statement of cash flow, and statement of changes in retained earnings.

MANAGERIAL STATISTICS

This foundation course prepares students for working in those courses that require the use of mathematics and /or statistics. The material includes an examination of four functions: a) linear, b) power, c) exponential and d) log. It also includes an introduction to calculus and basic descriptive and experiential statistics.

MANAGERIAL ACCOUNTING

This course provides fundamental concepts and tools in accounting, that business managers need to manage financial resources of a company effectively and purposefully. Starting from basic concepts including cash flow analysis, financial statement interpretation and ratio analysis, the course builds the foundation of knowledge and progresses toward more advance topics such as capital budgeting, risk and returns, and various investment decision making techniques. The course concludes by discussion about how a company funds itself in short-term and long-term horizons and how capital market can help in such financing process utilizing case analysis.

INTRA AND ENTREPRENEURSHIP

In this course, students will focus on intra and entrepreneurship and how to also apply entrepreneurial skill in the corporate environment. Focus will be on students identifying their own leadership skills and how to shape these to intra and entrepreneurship activities. This course provides students with the knowledge and tools they need to launch a business so that it has the greatest chance for success. Student will learn step by step process of turning an idea into a profitable finished product either as an entrepreneur starting a new business venture, or as an intrapreneur taking direct responsibility within a large corporation.

INFORMATION DATA MANAGEMENT

Theoretical, managerial and hands-on approaches to the study of computers and information technologies for problem solving and decision making. Topics include:

Business intelligence, Web 2.0, Web 3.0 and beyond, mobile and electronic commerce, search engine and social media analytics, information systems, system components and properties, and types of information useful to end users, strategic uses of computers and computer networks in organizations, to analyze systems, information flows, transaction processing, applications of database management, major trends, concepts, applications and technical alternatives in telecommunications. Students will work with standard applications software packages including Microsoft Office, spreadsheet applications, database management, graphics, as well as software specific to their respective areas of specialization.

MANAGERIAL ECONOMICS

Managerial economics is the application of economic theory and methodology to management decisions for the development, operations, and planning of the firm and nonprofit organization. As effective managers, it is necessary to understand how economic variables such as output, interest rates, unemployment, pricing, production efficiencies and exchange rates affect companies and organizations in arriving at optimal solutions for growth and profitability. Specifically, topics to be examined in this course are the evaluation of choices and alternatives, profit measurement, economic optimization, demand and supply estimation, profitability forecasting, production and competitive markets, competition, and long-term investment decisions.

MANAGERIAL MARKETING

This marketing course focuses on how to apply tools and techniques to delivering goods and services in a global economy as well as in a non-profit environment. Topics include consumer behavior, market research, product planning and development, pricing, advertising strategies; budgeting, personal selling, media cross-marketing, advertising regulation, strategic planning for international markets, special events sales promotion, public relations and publicity.

BUSINESS LAW AND ETHICS

Our system of commerce is fundamental to our structure as a nation. Every day we participate or encounter commercial transactions be they as simple and obvious as the purchase of a cup of coffee, as subtle and passive as observing a television advertisement, or as interactive as ordering on-line a product produced half-a-world away. Intrinsic to this system of commerce are the regulations and laws that moderate how businesses operate. Knowing how the legal system interacts with business is key to a successful business. Just as important for the student/business owner is how to conduct transactions ethically within the legal system. Drawing upon a review of the fundamentals of our legal system, this course will provide the student with an introduction to basic concepts of our system of jurisprudence, legal processes and procedures, the methods for establishing and ending business relationships and the laws regulating our business transactions. Within each section we will explore ethical and legal considerations as the student learns how to conduct business in order to be successful and not just avoid legal issues.

MANAGERIAL FINANCE

This course provides fundamental concepts and tools in finance that business managers need to obtain in order to manage financial resources of a company effectively and purposefully. Starting from basic concepts including cash flow analysis, financial statement interpretation and ratio analysis, the course builds the foundation of knowledge and progresses toward more advance topics such as capital budgeting, risk and returns, and various investment decision-making techniques. Basic financial securities, namely equity and bonds, are discussed during the course along with valuation methods of such instruments. The course concludes by discussion about how a company funds itself in short-term and long-term horizons and how capital market can help in such financing process utilizing case analysis. This course will require students to apply these tools in the planning and development of their Constructive Action projects.

ORGANIZATIONAL CHANGE MANAGEMENT

This course focuses on the study of corporate culture, organizational structure, and human behavior in organizational contexts. Students study techniques for designing and developing a highly productive, effective, and socially responsive workplace. Topics include work motivation, learning theory, conflict resolution, leadership, managerial styles, job design, performance evaluation and feedback, group dynamics, and issues of organizational power and politics. A broad spectrum of actual management case studies will be used to demonstrate effective approaches and strategies for dealing with organizational problems and opportunities.

PROJECT TEAM MANAGEMENT

This is an advanced course in project management and leadership on strategic change. The course emphasizes the use of project management software and sound management principles in cost control, resource and staffing planning, project finances, and schedule management. Topics include organizational strategy, portfolio management, scope management, risk management, cost estimation and budgeting, project scheduling management. Topics include organizational strategy, portfolio management, scope management, risk management, cost estimation and budgeting, project scheduling.

PEOPLE, CONFLICT, NEGOTIATION & RESOLUTION

This course will provide the student with the ability to develop various negotiation skills that can be used in multiple business contexts. Business owners, executives, officers, managers, supervisors, salespersons, and others that are in control of staff or interact with employees, customers, suppliers, retailers, wholesalers, or any other third parties will inevitably find themselves having to manage a workplace situation. In the course, we will explore negotiation theory and the advantages and disadvantages of different negotiation styles and strategies. The coursework will then explore how the skilled businessperson can utilize dispute prevention techniques and if unsuccessful, then weigh the various legal options of alternate dispute resolution options versus following the traditional litigation process. Arbitration, mediation, and additional methods of ADR will be investigated, as well as the benefits and detriments of litigation, and the procedure of trials and appeals process involving individuals, multiple parties, coalitions, or teams. Students will acquire the skills of pre-negotiation preparation and techniques how to develop a personal negotiation style, how to engage in cross-cultural negotiations and how to develop trust and build beneficial professional relationships.

ADVANCED PROJECT MANAGEMENT

This course is designed to give the students a more in-depth knowledge of Project Management and to integrate financial statements, ratios, and data into the management of their projects. In this course, students will further develop their working knowledge of the field by using the Project Management Body of Knowledge (PMBOK), which will also help to prepare them for the Certified Associate Project Management (CAPM). This course will build on the students' knowledge previously gained knowledge of project management. This course explores the latest theoretical, practical, and strategic developments in the management of modern projects. Among other things, it discusses management styles, management strategies, systems engineering, and various functional areas in project management, usually not covered in a basic course. The idea is to explore the state-of-the-art in project management and develop additional insights. The emphasis in this course is on the latest managerial concepts and on possible research areas for advanced studies.

CAPSTONE PROJECT

Consumer's tastes and preferences are converging, which require firms to operate in a global environment by making their goods and services accessible across the globe. This course exposes students to this global environment and highlights the necessity to develop the skills and expertise to operate in this changing global competitive environment. The course has a dual purpose: to familiarize and understand the theories and practices of international business, along with the geographic, demographic, technological, political, economic, and sociocultural forces that impact cross-cultural, and the influence of national/international media related to business management. Students will study the principles and problems that individuals, companies, and institutions encounter in their business practices. The course will illustrate the changing nature of alliances, industries, and government intervention.



**WHERE CAN
IT TAKE YOU?**

CAREER PATHS

MASTER OF BUSINESS ADMINISTRATION

MANAGEMENT CONSULTING

MARKETING

PRODUCT MANAGEMENT

**PROJECT MANAGEMENT AND PROGRAM
MANAGEMENT**

BUSINESS DEVELOPMENT

HUMAN RESOURCE MANAGEMENT



**Do you have any questions about studying at Birchwood ?
We are here to help start your journey.**

Email: info@Birchwoodu.org

CAREER PERSPECTIVES

MBA Career Paths and Opportunities

There's a world of opportunities for MBA holders. Graduates have business administration skills and a degree that demonstrates ability and ambition. The best jobs and careers take full advantage of your MBA degree.

Finance

The Corporate Finance Career Pathway is intended for students who are interested in working in Finance with focus on financial considerations relating to corporate growth, accounting practices, and risk management decision making. Typical jobs in this area include working as a finance associate, financial analyst, director of finance, treasury analyst, director of financial planning & analysis, senior accountant, corporate auditor, development officer, or risk manager.

Innovation & Entrepreneurship

Whether you want to start your own new venture or pursue an innovation driven career in International Entrepreneurship, Corporate Innovation, Social Enterprises, Health Care and Life Sciences, Energy and Sustainability, Marketing and Digital Media, or Family-led Businesses, you may be interested in being on the other side of the table and want to pursue a career which is focused on venture investing and we have built this program that can help you build these skills.

Leading Change and Organizational Transformation

Assisting organizations to be more effective and agile requires an understanding of change management, behavioral science and a high level of analytic and interpersonal skills. A consultant in this field must possess the skills necessary to structure an effective organization, to assess and manage interpersonal and team dynamics, performance, development, reward systems, provide mentoring and coaching at multiple levels of a company.

Marketing

This Pathway will help prepare students for careers in Brand/Product Management (Business-to-Business), Brand/Product Management (Business-to-Consumer), Business Development, Customer Data Analytics, Category Management, Demand Generation and Digital Marketing, and Customer Insights.

Technology & Operations

The field of Operations Management has been changing dramatically due to the emergence of a truly global economy, significant advances in information and process technology, and the continued growth of services. The Technology and Operations Management Area (TOM) focuses on value creation on a global scale through innovative product and process design, project management as well as on value capture through effective supply chain management.



360 Degree Career Support by College Vidya

The nuanced career support offered by College Vidya caters to the diverse needs of students pursuing online education, and meets their professional needs at each step of the way. Here are a few of the prominent career support provisions by College Vidya from which a student of online education can benefit:



1. Initial Career Counselling & Needs Analysis

Our expert counsellors assess the unique professional needs of the student before enrolment in a program, and guide them towards selecting the best course for their aspirations.



2. Resume-Building & Creation

Users and registered students on our platform reap the benefits of creating a strong and appealing resume that can enhance their chances of selection in professional ventures.

3. Professional Grooming through Industry Interactions

Our regular webinars, workshops and online interactions with industry experts on the exclusive CV community allow students to get immersive professional exposure to groom themselves and hone their professional competencies.



4. Access to the Exclusive CV Alumni Network

The CV community is an exclusive network wherein students enrolled through College Vidya can connect with other peers and alumni to network and form professional allies for career development.

5. Access to Over 24k+ Internships per Month

On the exclusive internship portal of College Vidya, enrolled students get access to over 24,000 fresh internships on a monthly basis and upskill themselves while pursuing their an online executive MBA degree conveniently.



6. Placement Assistance through Exclusive CV Jobs Portal

We don't stop at providing professional training and opportunities to upskill—for us, ensuring a successful boost to the student's career is just as important. With the exclusive CV job portal, enrolled students of an online executive MBA can explore over 8000 jobs on a monthly basis to find the best fit for their career aspirations.



The best choice for your career

OUR LEARNING MANAGEMENT SYSTEM

Our learning platforms is Moodle this platform replaces the classroom and provides the student with the tools to engage the learning process in an enjoyable, easy to use and efficient environment. The platform has been standardized to familiarize the student with the learning process and avoid confusion. Some of the elements contained in the platform are:

01

COURSE SYLLABUS

Outlines the path to the class.

02

ONLINE LIBRARY

The resources in the Online Library have been carefully selected because of their high academic quality and as such are more reliable than those found freely on the web.

03

FORUMS

This asynchronous tool allows the class participants to create threads of information that will be available throughout the class.

04

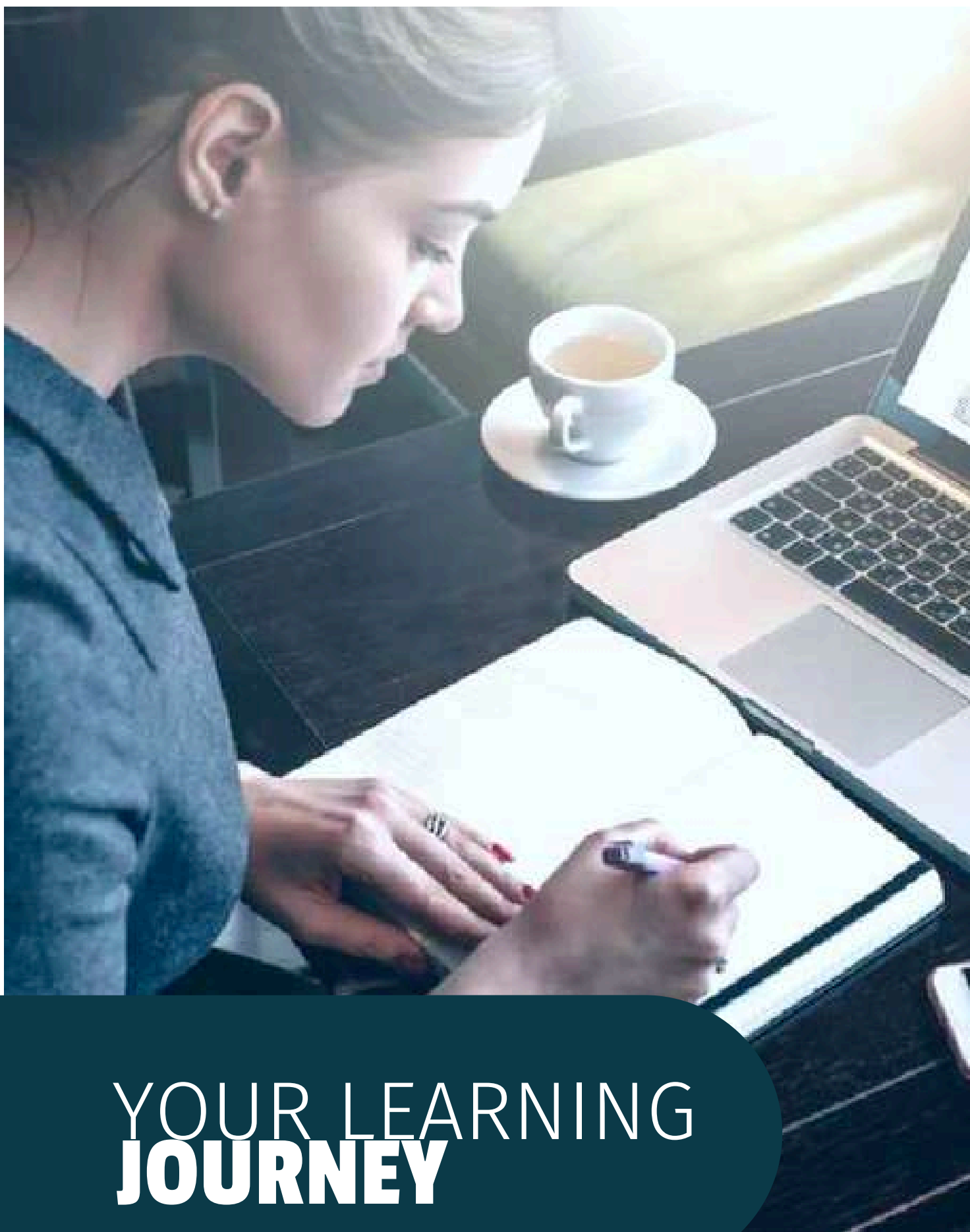
CALENDAR

Reminds the students how the class has advanced and reminds them of tasks, quizzes, or exams ahead.

05

DOCUMENT ZONE

Throughout the course the student will have places to load assignments in a clear and convenient way.



YOUR LEARNING JOURNEY

01

MEET ENTRY REQUIREMENTS TO ENTER THE DEGREE PROGRAM

JOIN A SELECTED AND EXPERIENCED GROUP OF CLASSMATES, GROW TOGETHER AND BUILD A STRONG NETWORK.

02

03

STRENGTHEN YOUR STRATEGIC VISION, EFFICIENCY AND LEADERSHIP

GET CAREERS AND EMPLOYMENT SUPPORT THROUGH BIRCHWOOD

04

05

YOUR DREAM JOB, ANYWHERE ON THE GLOBE

Birchwood's Masters of Business Administration focuses on emerging and innovative contexts, embedded soft skills and personal development, to prepare you with the skills and experience you need, to succeed in the business world. You can major in event, people, or project management, entrepreneurship, sustainability and innovation and more.

You will have the flexibility to pursue a major in an area of interest and also choose subjects that interest you and take you closer to your career ambitions.

This MBA course equips you to work in many sectors from health, retail, marketing, events and more. You can tailor the course to your interests and career goals. Nurture your entrepreneurial spirit whilst developing your soft skills, including communication, teamwork, and problem-solving.

There are many opportunities to enrich your studies with practical experience, both on Online and Offline. Leverage our industry partnerships to secure sought-after work placements. Overall, this is a degree that's built for the needs of business today and in the future.

The best choice for your career

WHY BIRCHWOOD UNIVERSITY?

01

Employability

Globally accepted by over 25,000 organisations in 130 countries

02

Maximum flexibility

- Mobile learning
- No fixed examination phases & online exams
- Multiple Career Track
- Flexible time models - study start anytime possible

03

Effective learning

- Practical content
- Individual and group coaching

04

Highest quality

- Quality Framework
- Monitoring and review
- AAA Initiative

01 Employability

From the very start of your MBA, you receive bespoke advice from our employment consultants to take you to the next level and to open doors to a range of potential employers.

Through one-to-one coaching, our industry experienced employment consultants work with you to clarify your aspirations and support you in your future career to jointly develop a winning employment strategy for you. Throughout the program, you will have the opportunity to be involved in group and individual activities, all aimed at helping you to develop the skills and techniques which lead to highly successful employment outcomes.

Careers in Business Administration

- The Careers in Business team provide a specialist careers support service for the exclusive use of postgraduate students in the Business School. Their role is to support your career development in a number of ways:
- Advice and guidance provided by professionally qualified Career Advisors, who offer individual consultations.
- Career Development lectures and workshops and a Career Management skills program.
- Employer liaison, bringing in a variety of organisations to give presentations.
- Offer vacancies for full-time work and dissertation projects and deliver skilled sessions and mock interviews.

Mock Assessment Centre

All of our MBA students have the opportunity to attend an interactive Mock Assessment Centre. The day includes a range of exercises which are designed to reflect those typically used by employers in assessment centers such as case studies, group exercises and interviews as well as developing their presentation, communication and interview skills, students also receive peer and tutor feedback on their performance and have the chance to network with employers.

Distinguished Leaders Series

Our guest lectures give students the opportunity to listen to high profile leaders from a range of industries across the world. A panel discussion and networking event, focusing on careers in consultancy, with contributions by an experienced consultant, alumni working in consultancy and a recruiter.



Would you like me to give you a formula for success? It's quite simple, really:

Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that's where you will find success.

Thomas J. Watson
American businessman
Ex CEO- IBM



02 Mobile learning

Online course materials

Maximum Flexibility



Significant online learning materials and high-quality study scripts give you detailed insights and summaries of the essential learning content. Before your examination, this online material will ensure you are prepared and have enough knowledge to pass the online exams.

Online-Campus myCampus

Not only can you assess your learning content on our online campus via your laptop or desktop, but you can also download content at any time on mobile devices like smartphones or tablets. Our Scripts that are available for download as PDFs, in addition to our podcasts and e-books to make this possible. Our Podcasts are short 15-minute Audio lectures in which your lecturers discuss the main topics of the individual courses.

Video-based online tutorials

A central component of our teaching concept is our online tutorial. These are video-based live events in which a tutor makes a presentation in a virtual classroom. The course content is presented in the same way as if it were a physical classroom and the tutor is available for queries via chat. Furthermore, it is possible to make audio or visual contributions to the discussion. All of these presentations are available to download later for review.

Community Groups

With our online community groups, you can talk and exchange ideas with other fellow students. You can join existing groups or create your own. We also have Facebook groups that can be used for similar exercises.

One to One Doubt Sessions

One of the major challenges for a working student is to manage the working hours with their study schedules to avoid a clash of time between the two. Birchwood strives to solve this issue for the students with their doubt clearing classes. Online doubt solving also ensures that students enjoy studying from the comfort of their homes without traveling to faraway places. They can also schedule these doubt clearing classes in advance to ensure a proper way around their schedule and the available subject expert will be at your service to provide you with the best doubt resolution.



No fixed examination phases

Online exams

Take exams whenever you are ready: weekdays and holidays, any time of day or night. Our online exams give you this flexibility. They meet the same demands and standards of validity and security as a written exam at one of our testing centres. All you need is a PC/laptop with webcam and an internet connection. A supervisor has a live connection to your webcam and computer screen to guarantee a smooth process and protect against fraud..



Numerous specialisations

Not only in terms of time but also as per your need the content would be available. You choose several specialisations from a large number of functional areas, industries and foreign languages.



Flexible time models

Agile Approach

We have an agile approach to our online learning programs. You may complete the studies at your pace and comfort for maximum learnability and skill development.

Full-time or part-time

You can do the online bachelor's degree program as a full-time or part-time student. The content is identical. In the part-time option, you have a lighter workload. As a full-time student you take 18 credits worth of course work per semester (this equates to approximately 900 working hours), as a part-time student a reduced amount. Part-time study is a particularly good option for those who already have a demanding workload. A switch from part-time to full-time (and vice versa) is possible at any time, subject to a notice period of three months.

Engaged Learning Online (ELO)

Not only is ELO convenient and flexible, but what really sets it apart is its emphasis upon engagement. You will connect with peers and faculty from different countries, collaborate on assignments, discuss, debate and deliberate, raise your hand to ask a question, participate in polls, quizzes and breakout sessions – just like you would do in a conventional face-to-face classroom. The technology is designed to help you stay active and invested while also enabling you to develop the confidence to take on future leadership challenges.

Free extension

Independent of the time model you choose, you have the option to extend your study time by 12 months free of charge. After the period of study has expired, you still have access to all the course content, advising and services of our program. You do not have to pay anything for this.

03 Effective Learning

Practical Content

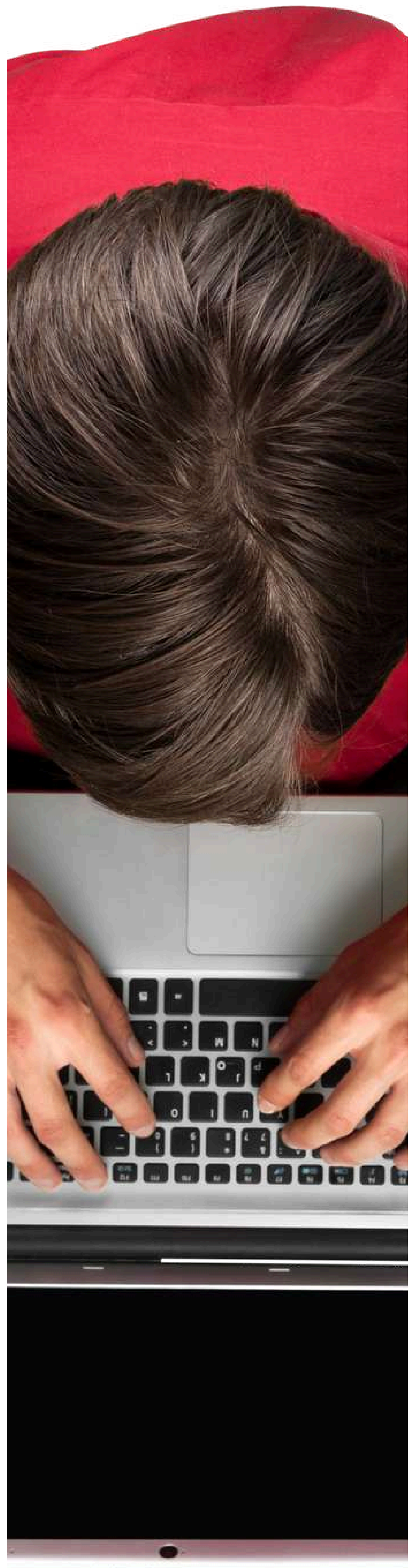


In your studies, you not only learn theoretical knowledge but also take part in extensive practice components included in the online program. Due to the practicality of these components, you can implement what you have learned directly in your company from day one. In addition, our lecturers have many years of professional experience in the business sector and teach you using examples and techniques such as case studies, analysing realistic scenarios and discussing current business events.



Targeted coachings for your academic success

Distance learning, job, and private obligations: To master this balancing act successfully, we offer you three different coaching formats: group, individual and career coaching. While you work together with the coach and other students on general topics such as time management, work-life balance, motivation, etc. In our group coaching, you can individually select your key priorities in the individual coaching format. In our career coaching we take a look at your application documents in two 45-minute sessions and develop your personal career strategy together with you.



04

Quality is important to us

Highest quality

The quality of our programs, delivered by Birchwood University, is very important to us. For this reason, we not only introduced internal quality assurance procedures, but also subject our programs to numerous external accreditations and certificates.

Quality Framework

- The University's Quality Framework is described in the University Education Strategy as:
- a robust quality assurance framework that drives innovative course design, working in partnership with students at all stages. This will include engagement with external examiners, annual review of Programs, faculty quality assurance processes and periodic strategic reviews of departments/schools.

Monitoring and Review:

- We deeply value the excellence of our offerings, which is why we have implemented robust internal quality assurance procedures. These procedures serve as a means to constantly evaluate and enhance our program, guaranteeing that it meets the highest standards. In addition to our internal measures, we subject our program to rigorous external accreditations and certifications.

AAA INITIATIVE

- The AAA Initiative is an effort to improve the quality of education by focusing on admission, academics and achievement. The initiative aims to recruit and admit high-quality students, provide them with a rigorous academic experience, and help them achieve their full potential.



General Admission Requirements:

- Applicant must be 18 years or older.
- Submission of a copy of a valid government- issued picture identification.
- Submission of a copy of an updated Resume.
- Any document not in English must be accompanied by a certified translated copy.
- English language (we may require you to have passed a recognised test of proficiency at the appropriate level within the last three years)
- For all programs you will need computer/internet access on some of our programs you may be eligible to apply for accreditation of prior learning (APL)

How do we deal with your application?

Once we have received your application and the appropriate fee:

You will be emailed an acknowledgement

- Your application will then be processed and you will be informed of our decision on your eligibility.
- If you do not automatically meet our entrance requirements then we will refer your application to the Admissions Panel for individual consideration.
- The Admissions Panel will consider qualifications that are not published under the Qualifications for Entrance Schedule, incomplete qualifications and substantial relevant work experience.
- If we cannot accept you with your current qualifications and experience then we will advise you on what qualifications you could take in order to meet our entrance requirements in the future
- If your application is approved, you will be emailed an offer letter and registration instructions
- Any requests for APL will then be considered and you will be advised of the decision.

Financial assistance

Birchwood University students may be able to apply for a part-time tuition fee loan to cover the cost of your registration and examination entry fees. For full details on eligibility criteria please visit our website. Alternatively some employers in both the public and private sector may be willing to consider offering financial assistance to their employees.

English language requirement

If your first language is not English, you may be required to demonstrate that you have the appropriate level required by taking a Test of Proficiency. We list a wide range of qualifications that we accept on our website.



College Vidya Learning Experience

Quality education lies at the heart of College Vidya's vision of empowering students of online education. We provide support to our enrolled students on every step of the way to ensure a seamless and comprehensive learning experience. Here is a glimpse of how learning with College Vidya looks like!

01. Expert Academic Counselling

We provide personalised academic and career counselling to students by certified counsellors who are experienced in the fields of academic counselling and guidance and put in their insights to steer your career journey in the right direction.

02. Regular Skill-Building Webinars

To ensure that students learn and build their skills-set beyond academics in an industry-relevant fashion, we arrange regular skill-building sessions with industry experts and academicians on our exclusive CV community. Webinars, peer and industry interactions etc. in various disciplines are common in the CV learning community as we believe that learning is endless!

03. 24x7 Dedicated Mentor for All Your Queries

We understand that academic excellence requires consistent support and guidance, especially in an online course, staying in touch with guides and peers is additionally tough. So, post-admission in the course through College Vidya, we assign you a dedicated mentor who is available to clarify all your queries, guide and support you through your journey of learning and form a connecting bridge between you and your online university!

04. Financial Aid for Students

Our financial aids for students including low-interest educational loans are available to ensure democratic access to educational resources. With ensuring equity in mind, we provide students with educational loans and similar financial aid including scholarship cashbacks for them to afford their further education.

05. Pre & Post-Admission Support

Students enrolled through College Vidya experience the benefits of our pre-admission support (academic counselling in course selection, support and guidance in enrollment procedures, financial aid for applying to course etc.) and post-admission services (dedicated mentorship, LMS support, access to CV alumni network, internship and placement support etc.).

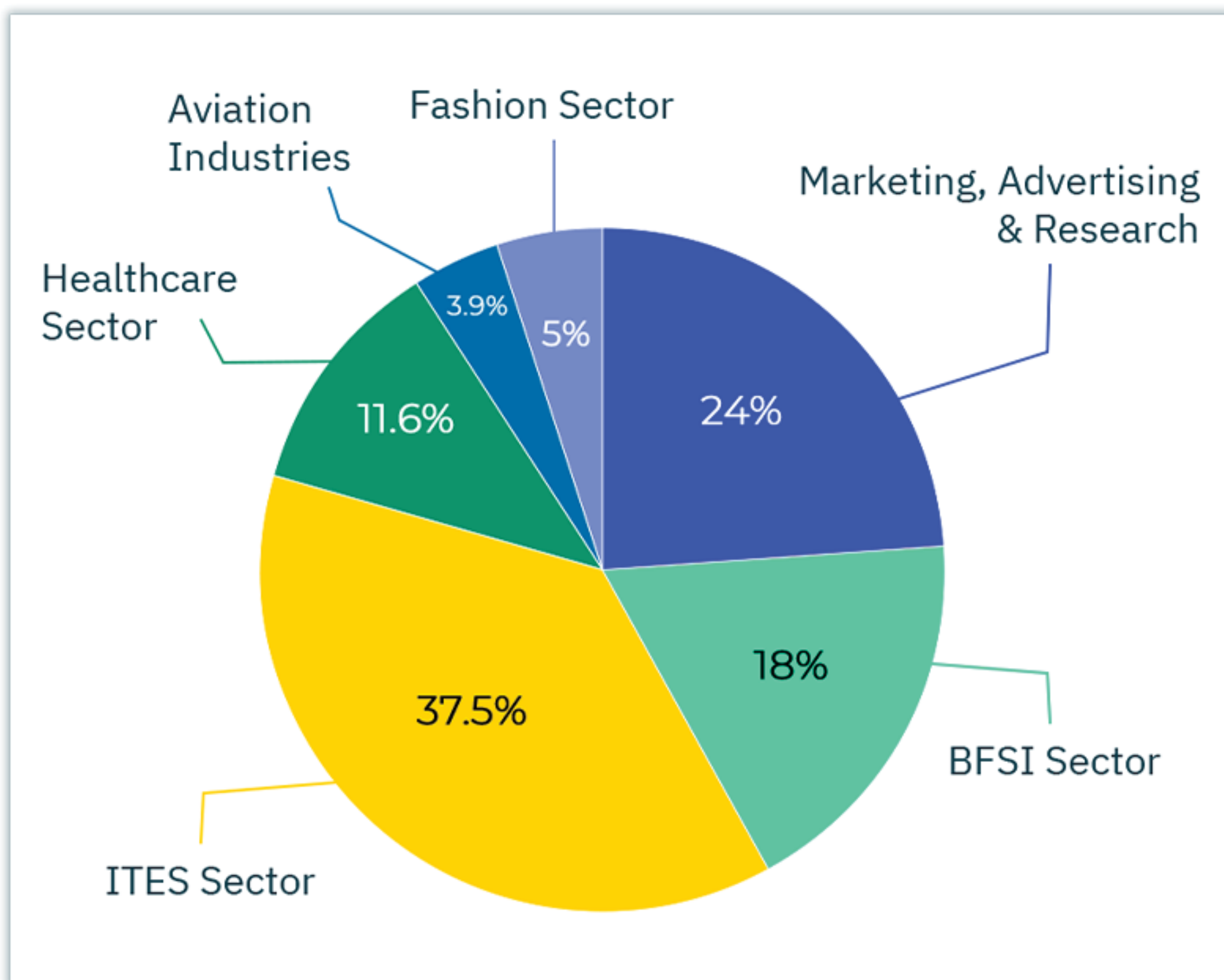
06. Peer-Based Learning with CV Community

Learning is facilitated when shared through experiences. Believing in the same motto, we provide an exclusive platform to all our enrolled students to connect, network and interact with their peers across universities to enhance learning, hold question-answer sessions, organise clubs based on interests and so on.



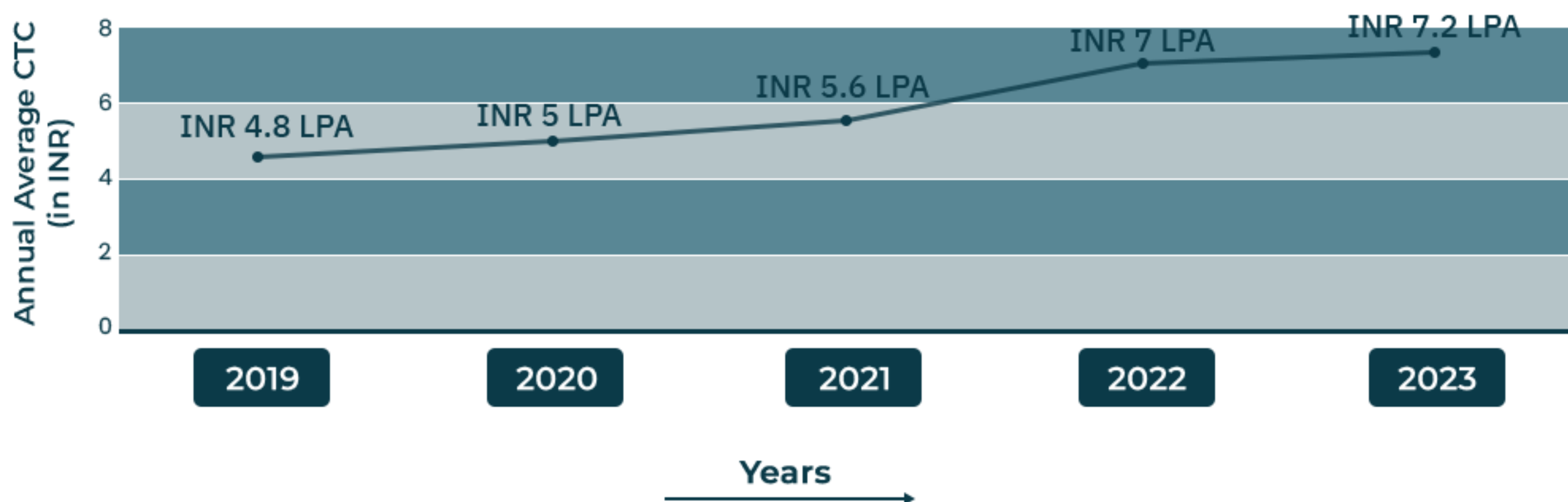
Where Our Learners Work

Our alumni work across over 15 prominent and lucrative industries across the globe.



Our placement statistics over the past 5 years indicate a steady rise in the average CTC at which students enrolled through College Vidya in online courses got placed.

Average Placement CTCs over Years



Where Our Learners Work

With our alumni placed across the globe, we have a stellar network of companies and corporate giants our students are placed at.

The Amazon logo, featuring the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.The Microsoft logo, consisting of four colored squares (red, green, blue, and yellow) arranged in a 2x2 grid, followed by the word "Microsoft" in a black, sans-serif font.The Apollo logo, featuring the word "apollo" in a bold, purple, lowercase, sans-serif font.The BAJAJ logo, featuring a stylized blue "B" icon followed by the word "BAJAJ" in a bold, blue, uppercase, sans-serif font.The Larsen & Toubro logo, featuring a circular icon with a stylized "LT" inside, followed by the text "LARSEN & TOUBRO" in a blue, uppercase, sans-serif font.The Deloitte logo, featuring the word "Deloitte" in a bold, black, sans-serif font, followed by a small green dot.The Capgemini logo, featuring the word "Capgemini" in a blue, cursive font, followed by a blue circular icon with a white dot inside.The Accenture logo, featuring the word "accenture" in a bold, black, lowercase, sans-serif font, with a small purple chevron icon above the letter 't'.The Infosys logo, featuring the word "Infosys" in a blue, sans-serif font.The IBM logo, featuring the word "IBM" in a blue, uppercase, sans-serif font, with horizontal lines through the letters.The Mahindra logo, featuring a stylized silver icon of two wings or a car, followed by the text "SPORT UTILITY VEHICLES" in a small, black, uppercase font, and "mahindra" in a black, lowercase, sans-serif font below it.The Hero logo, featuring a stylized red and black icon of a person riding a motorcycle, followed by the word "Hero" in a bold, red, sans-serif font.The HCL logo, featuring the letters "HCL" in a bold, blue, uppercase, sans-serif font.The HP logo, featuring the letters "hp" in a blue, lowercase, sans-serif font, with a blue circle around the letters.The Maruti Suzuki logo, featuring a stylized blue and red icon of a car, followed by the text "MARUTI SUZUKI" in a bold, black, uppercase, sans-serif font.

What Our Learners Have to Say



“College Vidya provides you with safe and valid online course choices. All the universities listed here are premium, UGC-DEB recognised institutions. The platform provides a series of services that you can enjoy.”

“I stumbled upon this website while searching for educational guidance, and it turned out to be a hidden gem! The website’s resources and articles are incredibly helpful, and the counsellors are helpful and friendly. I am grateful for the assistance provided.”



“I can’t thank this website enough for the positive impact it had on my educational choices. The counselling sessions were enlightening and the guidance I received felt pretty well-aligned with my own goals and expectations.”

“College Vidya's help with job and placement not only got me into the university I wanted, but it also helped me get my dream job right after college, which started me on the path to a great career. Their steadfast support didn't end when I got in; they were there for me the whole time, giving me advice and tools to help me do well.”





CONTACT US

For further information on the range of programs we offer, please visit our website or contact us at:

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