



Chaudhary Charan Singh University

NAAC A, UGC-Entitled, NIRF State Public University #41

BBA

Type

Ug Program

Mode

Distance

Duration

3 Years

Total fees

₹ 51,200

Chaudhary Charan Singh University

Chaudhary Charan Singh University, formerly known as Meerut University, is a prominent state university located in Meerut, Uttar Pradesh. Established in 1965, the University has built a strong legacy of academic excellence, inclusive education and social development. It offers diverse programs across arts, sciences, commerce, management, law, education and other disciplines. With a focus on quality teaching, research, innovation and skill development, the University prepares students for evolving professional opportunities. Through campus-based, online and distance-learning initiatives, it continues to make higher education accessible to learners from varied backgrounds.

BBA

Highlights

- ◆ A structured open and distance learning format that helps learners pursue business administration and management with continuity and manageable academic progress.
- ◆ Subject areas such as traits, Principles and Practices of Management, Business Communication - I, and Financial accounting make the course relevant to learners comparing similar program.
- ◆ Designed to strengthen both conceptual understanding and communication in discipline-specific contexts.
- ◆ Focuses on practical interpretation, case-based thinking, and problem-solving linked to business situations, customer needs, and organisational priorities.
- ◆ Supports academic progression and career exploration across business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Development Officer, Marketing & Sales Executive, and HR Coordinator without making unsupported placement claims, with added focus on ethical awareness.

Learning outcomes

- ◆ Solve structured problems involving planning, coordination, and decision-making challenges through appropriate concepts and methods.
- ◆ Assess management choices across teams, markets, and operations with attention to clarity, ethics, and practical business sense.
- ◆ Communicate insights through business presentations, project plans, and structured reports suited to the discipline.
- ◆ Strengthen academic confidence and practical orientation for pathways in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Development Officer, Marketing & Sales Executive, and HR Coordinator, while strengthening ethical awareness.
- ◆ Apply problem-solving and critical thinking in business contexts and use digital tools and technology for business management.

Eligibility Criteria

10+ 2 with at least 45% marks in aggregate or equivalent examination

Curriculum Overview

Semester I (7 subjects)

- ◆ MJDSCC - Principles and Practices of Management
- ◆ AEC - Business Communication - I
- ◆ MJDSCC - Financial accounting
- ◆ MJDSCC - Business Statistics and Logic
- ◆ AEC - General English
- ◆ MNGEC - Indian Knowledge System
- ◆ VAC - Environmental Science and sustainability

Semester II (7 subjects)

- ◆ MJDSCC - Human Behaviour and Organization
- ◆ MJDSCC - Marketing Management
- ◆ MJDSCC - Business Economics
- ◆ SEC - Emerging Technologies and application
- ◆ MNGEC - Media Literacy and Critical Thinking
- ◆ VAC - Indian Constitution
- ◆ AEC - Business Communication-II



Curriculum Overview (continued)

Semester III (6 subjects)

- ◆ MJDSCC - Management Accounting
- ◆ MJDSCC - Legal and Ethical issues in business
- ◆ MJDSCC - Human Resource Management
- ◆ MNSEC - Indian Systems of Health and Well-ness
- ◆ SEC - Management Information System(MIS)
- ◆ VAC - Yoga/Sports/NCC/NSS/ Disaster Management

Semester IV (8 subjects)

- ◆ MJDSCC - Entrepreneur shipand Startup Ecosystem
- ◆ MJDSCC - Operations Management
- ◆ MJDSCC - Financial Management
- ◆ MJDSCC - Business Research methodology
- ◆ VAC - Business environment and public policy or International Business_x000D_
or Geo Politics and impact on business or Public Health and_x000D_
management
- ◆ SEC - Enterprise System and platforms



Curriculum Overview (continued)

Semester V (7 subjects)

- ◆ MJDSCC - Strategic Management
- ◆ MJDSCC - Logistics and Supply Chain Management
- ◆ MJDSEC - Discipline Specific Electives-I
- ◆ MJDDSEC - Discipline Specific Electives-II
- ◆ SEC - Internship/capstone Project
- ◆ SEC-506 - Major Project [evaluation in sixth semester]
- ◆ MJDDSE - Discipline Specific Elective (Audit Course)

Semester VI (6 subjects)

- ◆ MJDSCC - Project Management
- ◆ MJDSCC - Business Taxation
- ◆ MJDSEC - Discipline Specific Electives-III
- ◆ MJDDSEC - Discipline Specific Electives-IV
- ◆ SEC - Corporate Governance
- ◆ MJDSE* - Discipline Specific Elective (Audit Course)

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fee	₹ 200	—	—	₹ 200
Exam Fee	₹ 2,000	₹ 2,000	₹ 2,000	₹ 6,000
Course Fee	₹ 15,000	₹ 15,000	₹ 15,000	₹ 45,000
Total	₹ 17,200	₹ 17,000	₹ 17,000	₹ 51,200