



# Chaudhary Charan Singh University

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

## MBA

Type

**Pg Program**

Mode

**Distance**

Duration

**2 Years**

Total fees

**₹ 44,200**

# 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.

# MBA

## Highlights

- ◆ A balanced learning format that brings business administration and management within reach for learners with varied schedules.
- ◆ Designed to build confidence gradually, from concept clarity to more independent academic thinking.
- ◆ Includes opportunities to reflect on business situations, customer needs, and organisational priorities through assignments, cases, or application-led tasks.
- ◆ Helps learners prepare for future education, professional transition, or stronger domain understanding in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Manager, HR Manager, and Marketing Strategist, with added focus on domain curiosity.

## Learning outcomes

- ◆ Address planning, coordination, and decision-making challenges through structured reasoning and subject-specific approaches.
- ◆ Critically evaluate management choices across teams, markets, and operations while maintaining clarity, ethics, and practical business sense.
- ◆ Develop clear business presentations, project plans, and structured reports for assignments, projects, or professional communication.
- ◆ Use the learning foundation to plan further academic or professional growth in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Manager, HR Manager, and Marketing Strategist, while strengthening domain curiosity.
- ◆ Analyze complex business problems using strategic thinking and develop leadership and organizational management skills.

## Eligibility Criteria

Bachelor/Master Degree in any discipline or equivalent examination with 45% marks in aggregate, 5% relaxation for SC/ST.

## Curriculum Overview

### Semester I (8 subjects)

- |                                                 |                                               |
|-------------------------------------------------|-----------------------------------------------|
| ◆ MBA 101 - Principles & Practice of Management | ◆ MBA 105 - Computer Applications in Business |
| ◆ MBA 102 - Managerial Economics                | ◆ MBA 106 - Business Laws                     |
| ◆ MBA 103 - Accounting for Managers             | ◆ MBA 107 - Business Communication            |
| ◆ MBA 104 - Quantitative Techniques             | ◆ MBA 108 - Workshop on Soft Skills           |

### Semester II (8 subjects)

- |                                                                                               |                                                                           |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| ◆ MBA 201 - Production & Operations Management                                                | ◆ MBA 205 - Marketing Management                                          |
| ◆ MBA 202 - Human Resource Management OR<br>Human Resource Management (From Swayam<br>Portal) | ◆ MBA 206 - Research Methodology                                          |
| ◆ MBA 203 - Operation Research                                                                | ◆ MBA 207 - Business Environment                                          |
| ◆ MBA 204 - Financial Management                                                              | ◆ MBA 208 - Work Shop on Information Technology<br>& Computer Proficiency |



## Curriculum Overview (continued)

### Semester III (8 subjects)

- |                                                                                     |                                                             |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------|
| ◆ MBA 301 - Business Policy & Strategic Analysis                                    | ◆ -- Specialization Group -I Elective-II                    |
| ◆ MBA 302 - Entrepreneurship and Small Business Management                          | ◆ -- Specialization Group -II Elective-I                    |
|                                                                                     | ◆ -- Specialization Group -II Elective-II                   |
| ◆ MBA 303 - Organizational Behavior OR Organizational Behavior (From Swayam Portal) | ◆ MBA 308 - Summer Training Report Evaluation and Viva-Voce |
| ◆ -- Specialization Group -I Elective-I                                             |                                                             |
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### Semester IV (9 subjects)

- |                                                     |                                                  |
|-----------------------------------------------------|--------------------------------------------------|
| ◆ MBA 401 - Research Report                         | ◆ -- Specialization Group -I Elective-III        |
| ◆ MBA 402 - Comprehensive Viva (CV)                 | ◆ -- Specialization Group -I Elective-IV         |
| ◆ MBA 403 - GD                                      | ◆ -- Specialization Group -II Elective-III       |
| ◆ Presentations and Mock Interviews                 | ◆ MBA 408 - Specialization Group -II Elective-IV |
| ◆ MBA 404 - Marketing Research (From Swayam Portal) |                                                  |

## Fee Structure

| Fee heads        | Year 1          | Year 2          | Total           |
|------------------|-----------------|-----------------|-----------------|
| Registration Fee | ₹ 200           | —               | ₹ 200           |
| Exam Fee         | ₹ 2,000         | ₹ 2,000         | ₹ 4,000         |
| Course Fee       | ₹ 20,000        | ₹ 20,000        | ₹ 40,000        |
| <b>Total</b>     | <b>₹ 22,200</b> | <b>₹ 22,000</b> | <b>₹ 44,200</b> |