



Chaudhary Charan Singh University

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

MBA – WLP

Type

Pg Program

Mode

Work-Linked

Duration

2 Years

Total fees

₹ 64,200

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 - WLP

Highlights

- ◆ Digital-first academic learning supported by structured work-linked or internship-style exposure.
- ◆ Helps learners observe how classroom concepts appear in business situations, customer needs, and organisational priorities and everyday organizational tasks.
- ◆ Builds confidence in time management, communication, and applied problem-solving alongside formal study.
- ◆ Useful for learners who want both a recognized academic pathway and early practical orientation in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Human Resources Manager, Marketing Manager, and Financial Analyst, with added focus on workplace relevance.

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.

- ◆ Integrate academic learning with real-world professional experience and develop leadership and team 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)

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|---|---|
| ◆ 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)

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



Curriculum Overview (continued)

Semester III (8 subjects)

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|---|---|
| ◆ 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)

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|---|--|
| ◆ 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 | ◆ -- Specialization Group -II Elective-IV |
| ◆ MBA 404 - Marketing Research (From Swayam Portal) | |



Curriculum Overview (continued)

Electives (16 subjects)

- ◆ Human Resource Management MBA HR 01 Performance And Reward Management System
- ◆ Human Resource Management MBA HR 02 Industrial Relations And Labour Law
- ◆ Human Resource Management MBA HR 03 Training And Development
- ◆ Human Resource Management MBA HR 04 Negotiation And Conflict Management
- ◆ Marketing Management MBA MK 01 Sales & Distribution Management
- ◆ Marketing Management MBA MK 02 Consumer Behavior
- ◆ Marketing Management MBA MK 03 Marketing Of Services
- ◆ Marketing Management MBA MK 04 Digital Marketing
- ◆ Financial Management MBA FM 01 Security Analysis And Portfolio Management
- ◆ Financial Management MBA FM 02 Corporate Tax Laws And Planning
- ◆ Financial Management MBA FM 03 Working Capital Management
- ◆ Financial Management MBA FM 04 Financial Derivatives
- ◆ International Business MBA IB 01 International Marketing
- ◆ International Business MBA IB 02 International Logistics Management
- ◆ International Business MBA IB 03 Export Import Documentation
- ◆ International Business MBA IB 04 Cross Cultural Management

Fee Structure

Fee heads	Year 1	Year 2	Total
Registration Fee	₹ 200	—	₹ 200
Internship Fee	₹ 10,000	₹ 10,000	₹ 20,000
Semester Fee	₹ 22,000	₹ 22,000	₹ 44,000
Total	₹ 32,200	₹ 32,000	₹ 64,200