



Chaudhary Charan Singh University

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

BBA

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 69,200

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

- ◆ Flexible study structure that keeps quality education accessible for students beginning their higher education journey.
- ◆ Emphasis on traits, Principles and Practices of Management, Business Communication - I, and Financial accounting, ensuring the course stays closely aligned with business administration and management.
- ◆ Encourages steady academic progress through organized content, assessments, and guided learning support.
- ◆ Helps learners interpret real situations, evaluate information, and communicate ideas with subject confidence.
- ◆ Relevant for learners seeking meaningful growth in business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Development Officer, Marketing & Sales Executive, and HR Coordinator, based on their goals and experience, with added focus on research orientation.

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 Development Officer, Marketing & Sales Executive, and HR Coordinator, while strengthening research orientation.

- ◆ Understand key functions of marketing, finance, HR, and operations and apply critical thinking and problem-solving in business contexts.

Eligibility Criteria

Any graduate who has Bachelor's degree of minimum three years duration from commerce, science, business administration and arts stream can take admission in the first semester as per the admission rules prescribed by Ch. Charan Singh University campus, Meerut.

Curriculum Overview

Semester I (7 subjects)

- | | |
|---|--|
| ◆ BBA-101 - Fundamentals of Management | ◆ BBA-105 - Business Law |
| ◆ BBA-102 - Organizational Behavior | ◆ BBA-106 - Business Organization and Ethics |
| ◆ BBA-103 - Managerial Economics | ◆ BBA-008 - Environmental Studies (Qualifying paper) |
| ◆ BBA-104 - Accounting and Financial Analysis | |

Semester II (7 subjects)

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|--|---|
| ◆ BBA-201 - Quantitative Techniques for Business | ◆ BBA-205 - Business Environment |
| ◆ BBA-202 - Business Communication | ◆ BBA-206 - Fundamentals of Computer |
| ◆ BBA-203 - Human Resource Management | ◆ BBA-207 - Assessments on Soft Skill Based on Presentations / G.D / Personality_traits |
| ◆ BBA-204 - Marketing Management | |



Curriculum Overview (continued)

Semester III (6 subjects)

- ◆ BBA-301 - Advertising Management
- ◆ BBA-302 - Team Building & Leadership
- ◆ BBA-303 - Indian Economy
- ◆ BBA-304 - Customer Relationship Management
- ◆ BBA-305 - Management Information System
- ◆ BBA-306 - Income Tax Law & Practice

Semester IV (7 subjects)

- ◆ BBA-401 - Consumer Behavior
- ◆ BBA-402 - Financial Management
- ◆ BBA-403 - Production & Operation Management
- ◆ BBA-404 - Sales & Distribution Management
- ◆ BBA-405 - Research Methodology
- ◆ BBA-406 - Entrepreneurship & Small Business Management
- ◆ BBA-407 - Computer Oriented Practical & Viva-Voce



Curriculum Overview (continued)

Semester V (7 subjects)

- ◆ BBA-501 - Arithmetic Aptitude
- ◆ BBA-502 - Aptitude Reasoning
- ◆ BBA-503 - General Business Awareness
- ◆ BBA-504 - General English
- ◆ BBA-505 - Elective Paper M-1 / F-1
- ◆ BBA-506 - Elective Paper M-2 / F-2
- ◆ BBA-507 - Summer Training Project Report based Viva-Voce

Semester VI (7 subjects)

- ◆ BBA-601 - Strategic Management & Business Policy
- ◆ BBA-602 - Operation Research
- ◆ BBA-603 - Fundamentals of E Commerce
- ◆ BBA-604 - Economic and Industrial Law
- ◆ BBA-605 - Elective Paper M-3 / F-3
- ◆ BBA-606 - Elective Paper M-4 / F-4
- ◆ BBA-607 - Comprehensive Viva-Voce

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fee	₹ 200	—	—	₹ 200
Exam Fee	₹ 3,000	₹ 3,000	₹ 3,000	₹ 9,000
Course Fee	₹ 20,000	₹ 20,000	₹ 20,000	₹ 60,000
Total	₹ 23,200	₹ 23,000	₹ 23,000	₹ 69,200