



# Chaudhary Charan Singh University

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

## MBA

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 54,200

# 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

- ◆ Learner-friendly delivery with flexibility for those balancing education with professional or personal responsibilities.
- ◆ Faculty guidance and curated study resources encourage regular learning and clearer concept retention.
- ◆ Builds applied awareness through examples, activities, or projects connected to business situations, customer needs, and organisational priorities.
- ◆ Creates a stronger base for higher studies, professional upskilling, or domain-relevant pathways 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 learner independence.

## Learning outcomes

- ◆ Apply analytical thinking to manage planning, coordination, and decision-making challenges in a disciplined way.
- ◆ Evaluate information before making conclusions about management choices across teams, markets, and operations.
- ◆ Design or present business presentations, project plans, and structured reports that show both knowledge and practical relevance.
- ◆ Grow confidence for academic advancement and career exploration across business operations, management support, entrepreneurship, and cross-functional roles, including areas such as Business Manager, HR Manager, and Marketing Strategist, while strengthening learner independence.
- ◆ Drive innovation and entrepreneurial growth in organizations and manage projects, teams, and organizational change successfully.

## 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 - Workshop on Information Technology<br>& Computer Proficiency |



## Curriculum Overview (continued)

### Semester III (8 subjects)

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

### Semester IV (9 subjects)

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

## Fee Structure

| Fee heads        | Year 1          | Year 2          | Total           |
|------------------|-----------------|-----------------|-----------------|
| Registration Fee | ₹ 200           | —               | ₹ 200           |
| Exam Fee         | ₹ 3,000         | ₹ 3,000         | ₹ 6,000         |
| Course Fee       | ₹ 24,000        | ₹ 24,000        | ₹ 48,000        |
| <b>Total</b>     | <b>₹ 27,200</b> | <b>₹ 27,000</b> | <b>₹ 54,200</b> |