



Chaudhary Charan Singh University

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

BBA - WLP

Type

Ug Program

Mode

Work-Linked

Duration

3 Years

Total fees

₹ 84,200

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 - WLP

Highlights

- ◆ Work-linked pathway combining digital academic learning with internship or company-linked practical exposure.
- ◆ Curriculum covers business management, marketing, finance, human resources, entrepreneurship, and operations, connecting classroom concepts with real workplace scenarios.
- ◆ Practical learning develops leadership, communication, teamwork, problem-solving, and professional workplace skills.
- ◆ Flexible learning model enables students to continue their education while gaining valuable industry experience.
- ◆ Enhances employability and prepares graduates for roles such as Business Development Executive, Marketing Executive, HR Executive, Operations Executive, Sales Executive, and other management-related careers.

Learning outcomes

- ◆ Apply core business, management, marketing, finance, and human resource concepts to solve real-world business challenges.
- ◆ Demonstrate analytical, problem-solving, communication, teamwork, and leadership skills in professional environments.
- ◆ Understand business operations, organizational processes, customer management, and decision-making across diverse industries.
- ◆ Use digital tools and business applications to support business functions, data analysis, and workplace productivity.
- ◆ Exhibit professional ethics, adaptability, and workplace readiness through internship and work-integrated learning experiences.

Curriculum Overview

Semester I (7 subjects)

- ◆ BBA-101 – Principles and Practices of Management
 - ◆ BBA-102 – Business Communication – I
 - ◆ BBA-103 – Financial Accounting
 - ◆ BBA-104 – Business Statistics and Logic
 - ◆ BBA-105 – General English
 - ◆ BBA-106 – Indian Knowledge System
 - ◆ BBA-107 – Environmental Science and Sustainability
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Semester II (7 subjects)

- ◆ BBA-201 – Human Behaviour and Organization
- ◆ BBA-202 – Marketing Management
- ◆ BBA-203 – Business Economics
- ◆ BBA-204 – Emerging Technologies and Applications
- ◆ BBA-205 – Media Literacy and Critical Thinking
- ◆ BBA-206 – Indian Constitution
- ◆ BBA-207 – Business Communication – II



Curriculum Overview (continued)

Semester III (6 subjects)

- ◆ BBA-301 – Management Accounting
- ◆ BBA-302 – Legal and Ethical Issues in Business
- ◆ BBA-303 – Human Resource Management
- ◆ BBA-304 – Indian Systems of Health and Wellness
- ◆ BBA-305 – Management Information System (MIS)
- ◆ BBA-306 – Yoga / Sports / NCC / NSS / Disaster Management

Semester IV (6 subjects)

- ◆ BBA-401 – Entrepreneurship and Startup Ecosystem
- ◆ BBA-402 – Operations Management
- ◆ BBA-403 – Financial Management
- ◆ BBA-404 – Business Research Methodology
- ◆ BBA-405 – Business Environment and Public Policy / International Business / Geopolitics and Impact on Business / Public Health and Management (Elective)
- ◆ BBA-406 – Enterprise Systems and Platforms

Semester V (7 subjects)

- ◆ BBA-501 – Strategic Management
- ◆ BBA-502 – Logistics and Supply Chain Management
- ◆ BBA-503 – Discipline Specific Elective – I
- ◆ BBA-504 – Discipline Specific Elective – II
- ◆ BBA-505 – Internship / Capstone Project
- ◆ BBA-506 – Major Project (Evaluation in Sixth Semester)
- ◆ BBA-507 – Discipline Specific Elective (Audit Course)



Curriculum Overview (continued)

Semester VI (7 subjects)

- ◆ BBA-601 – Project Management
- ◆ BBA-602 – Business Taxation
- ◆ BBA-603 – Discipline Specific Elective – III
- ◆ BBA-604 – Discipline Specific Elective – IV
- ◆ BBA-605 – Corporate Governance
- ◆ BBA-606 – Major Project (Initiated in Fifth Semester)
- ◆ BBA-607 – Discipline Specific Elective (Audit Course)

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Registration Fee	₹ 200	—	—	₹ 200
Internship Fee	₹ 5,000	₹ 5,000	₹ 5,000	₹ 15,000
Course Fee	₹ 23,000	₹ 23,000	₹ 23,000	₹ 69,000
Total	₹ 28,200	₹ 28,000	₹ 28,000	₹ 84,200