



Chandigarh University

NAAC A+, UGC-Entitled, NIRF #19, QS World Global Universities #Top
1%

BBA

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 132,250

Chandigarh University

Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Online Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach. CU has been envisioned to provide inspirational and experiential learning through internationally recognized curriculum matching the challenging industrial needs. CU has been emerging as the best Online Education University in Punjab, India and the most preferred destination for the students as well as renowned faculty, and recruiting companies of the country. The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

BBA

Highlights

- ◆ UGC-Recognised Degree
- ◆ Designed for Business and Management Roles
- ◆ Live Sessions, Recorded Lectures & LMS
- ◆ Academic and Technical Support
- ◆ Hands-On Learning Through Projects and Case Studies
- ◆ Access to Digital Resources and Expert Faculty

Learning outcomes

- ◆ Application of Business Principles

- ◆ Communicate Effectively in Business Settings

- ◆ Solve Management and Operational Problems

- ◆ Use Tools for Market and Financial Analysis

- ◆ Participate in Discussions and Projects

Eligibility Criteria

Graduation in any discipline or equivalent, preferably with English as a subject OR Bachelor's of Arts (Hons.) in English.

Curriculum Overview

Semester 1 (7 subjects)

- ◆ Microeconomics
- ◆ Marketing Management
- ◆ Accounting for Managers
- ◆ Management Principles and Organizational Behaviour
- ◆ Communication Skills
- ◆ Universal Human Values
- ◆ Ethics & Life Skills - I

Semester 2 (5 subjects)

- ◆ Macroeconomics
- ◆ Human Resource Management
- ◆ Business Mathematics and Statistics
- ◆ Professional Communication Skills
- ◆ Financial Management



Curriculum Overview (continued)

Semester 3 (6 subjects)

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| ◆ Logistics and Supply Chain Management | ◆ Ethics and Life Skills - II |
| ◆ Research Methodology | ◆ Elective as per Specialization |
| ◆ Universal Human Values | ◆ Elective as per Specialization |
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Semester 4 (5 subjects)

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| ◆ Operations Research | ◆ Elective as per Specialization |
| ◆ Commercial & Company Law | ◆ Elective as per Specialization |
| ◆ Consumer Behaviour | |
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Semester 5 (6 subjects)

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| ◆ Strategic Management | ◆ Stress Management |
| ◆ Business Environment | ◆ Elective as per Specialization |
| ◆ Banking & Insurance | ◆ Elective as per Specialization |
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Semester 6 (4 subjects)

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| ◆ Industrial Relation and Labor Law | ◆ Elective as per Specialization |
| ◆ Dissertation 1 / Capstone Project | ◆ Elective as per Specialization |

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Total
Admission Fee	₹ 1,000	—	—	₹ 1,000
Course Fee	₹ 43,750	₹ 43,750	₹ 43,750	₹ 131,250
Total	₹ 44,750	₹ 43,750	₹ 43,750	₹ 132,250